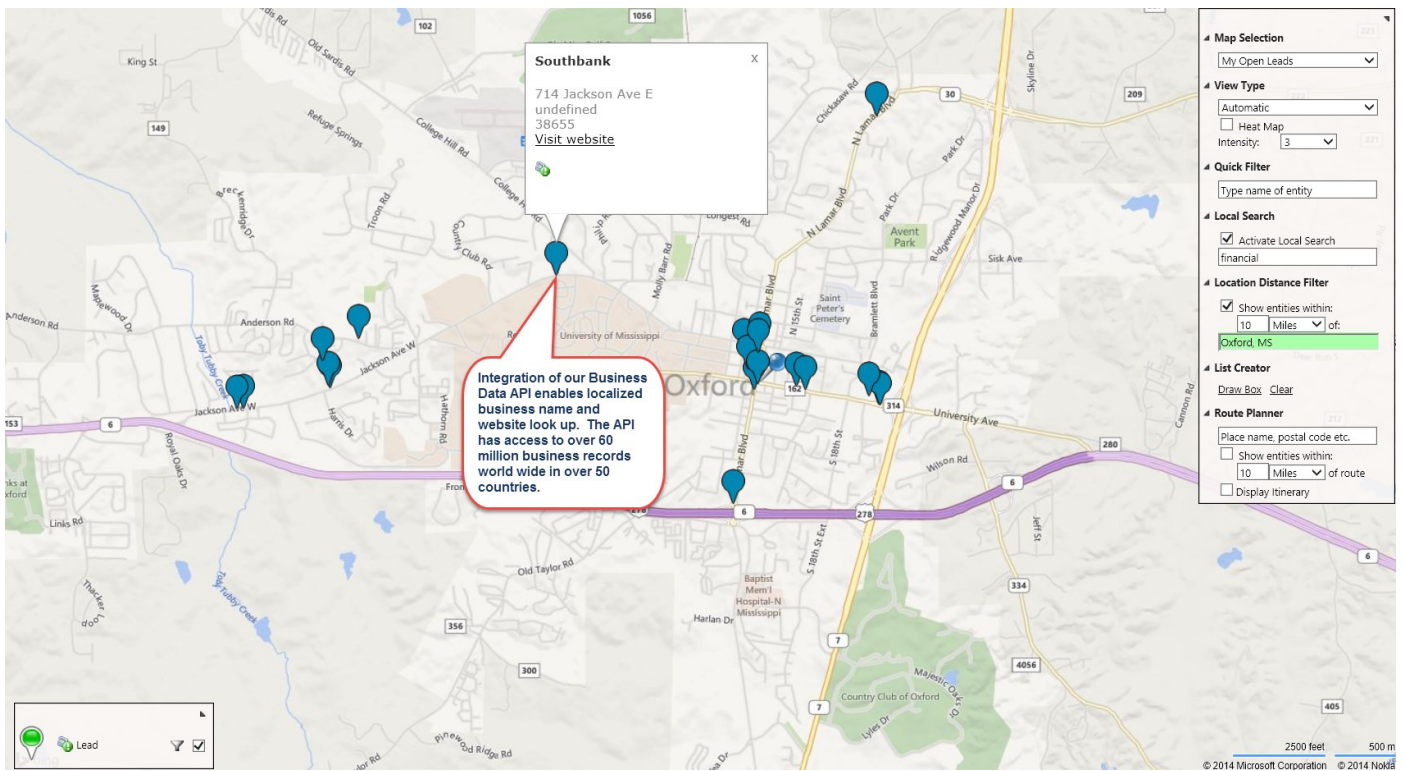


eMap 2013

Prospecting by location with business data lookups



One of the great new features in eMap 1.2 is the integration of a localised data feed that enables end users of CRM to look up business in a given area



The new business data API has access to over 60 million business names and addresses some with phone numbers email and business address. In the example above a search for businesses that have a category of finance and that are located within the Oxford county in the UK are displayed.

The same search criteria will be used as you move around the map and zoom in or out, the data that is displayed can be quickly converted to a lead from the eMap interface.

For Additional Information

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eMap 2013

Creating leads from the Business look up API

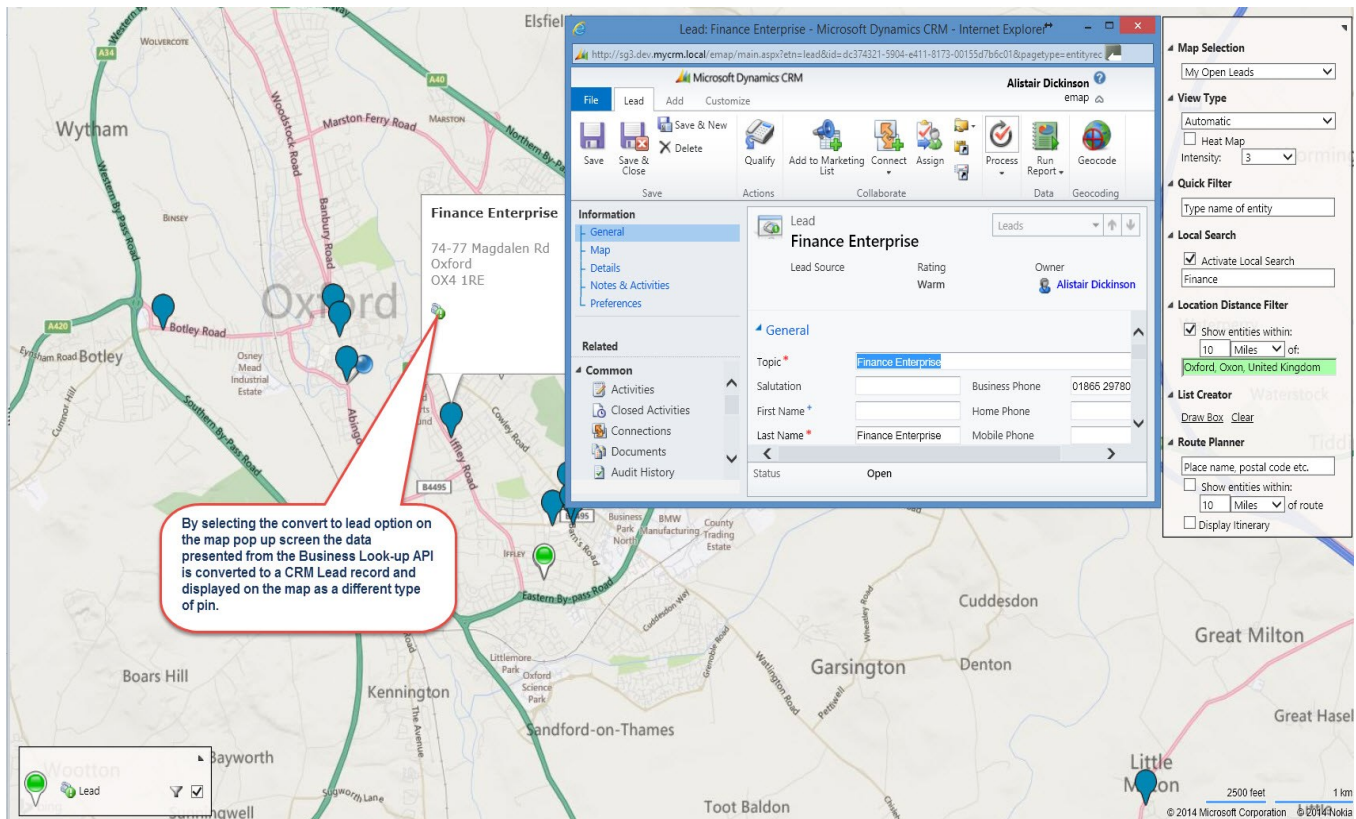
Finding prospects for your business and turning that data into a lead or prospect record in CRM has never been easier, and will access to so much data the solution can be used in many ways.

Event Creation

You can use the data look up to find organisations of a certain type in a certain area, and this adds great value if you are holding events and need to have certain organisation types invited.

Field Sales People

Many times a field sales person or executive may attend a meeting with a prospect or a customer on a business park or industrial site. Now with the eMap data lookup you can easily see who else is in the area and either pre contact or arrange a campaign, meaning more effective use of individuals time.



The screenshot shows the Microsoft Dynamics CRM eMap interface. A map of Oxford is displayed with several location pins. A pop-up window for 'Finance Enterprise' is open, showing details such as '74-77 Magdalen Rd, Oxford, OX4 1RE'. The window includes a 'Lead' section with fields for 'Salutation', 'First Name', 'Last Name', 'Business Phone', 'Home Phone', and 'Mobile Phone'. A 'Convert to Lead' button is visible in the top right of the pop-up. A text box on the map explains: 'By selecting the convert to lead option on the map pop up screen the data presented from the Business Look-up API is converted to a CRM Lead record and displayed on the map as a different type of pin.'

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