

# @Email Marketing

## For Microsoft Dynamics CRM

In today's marketing world, email marketing is not just essential but the most target-performance-effective and cost-effective tool at the marketer's disposal.

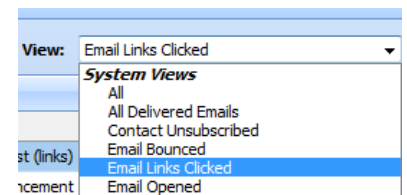


Customer Relationship Management software is the #1 investment of business technology today for all the right reasons – focus on customer, focus on revenue, control to both well and a savings. In the world of email marketing it's all about opt-in acceptance, address accuracy, deliverability, target appropriate content, intelligent email interaction customer record management, rapid response to email marketing activity, and effective process controls. As a whole these are the requirements of email marketing today

For an absolute best-of-breed eMarketing solution Microsoft CRM with Lyris Email Marketing is the state-of-the-art answer. The power and flexibility of the Microsoft Dynamics CRM platform allow organizations to build unique and powerful line-of-business emarketing follow-up processes that deliver increased sales, shorter cycles, and increased profitability. The leading-edge email deliverability analysis and performance of the Lyris email marketing platform are the standout for the very critical desired result of getting your message to the mail box and read.

Email Marketing by MTC takes best-of-breed the last mile and much farther than any other vender in the marketplace for solutions today. The two critical components missing from others and included in Email Marketing by MTC is Data Service and rapid, affordable customization for process workflows and business-unique CRM handling of activities. The fully integrated Data Service provides anonymous crowd-source quality management of your valuable email data and highly-targeted, highly-accurate instant in-CRM procurement to allow the highest email accuracy, automatic changed email replacement, contact associate expansion, and fastest list buy to email launch times.

MTC's global on-demand 24/5 low-cost and fixed-rate Microsoft Dynamics CRM customization and professional services are a unique easily-accessible best-value service utilized by thousands of organizations globally to continually improve business processes through automation on the Microsoft CRM platform.



**Best-of-breed, fully-integrated, data service enhanced, ultimate service backed, global availability, and the best value by all measures make "Email Marketing for Microsoft Dynamics CRM on Lyris Technology" the best choice for businesses of all sizes anywhere on the globe!**

### For Lyris Users:

Microsoft Dynamics CRM 4.0 and the new CRM 2011 are the result of 30 years of leadership in business software platforms and is available as an online service, on-premise solution in your Microsoft Windows environment, or 3rd party hosted. And in a completely integrated with Microsoft Office Outlook, web browser or Mobil smartphone. If email marketing is important to your business than Microsoft CRM is the most affordable and most powerful enterprise solution to tie your emailing to your organization for results. Email Marketing by MTC is available in a Dynamics CRM bundle or as a separate enhancement to existing or new CRM.



### For Microsoft CRM Users:

Email marketing is the fastest growing most requested functionality on all CRM platforms and the most target-performance-effective and cost-effective tool you can provide your sales and marketing organization. Lyris Technology is pioneering in delivery performance, powerful in capabilities, and a value for any size marketing department. The Lyris email marketing service is available immediately to existing Microsoft CRM users or as a bundle to Microsoft Dynamics CRM implementations online or in-house.





Classify subscribers based on their email activity. Combine sent, open, click-through and date-joined data with demographics: for example, single mothers over 40 who clicked the "buy now" link in the last two months.

Create segments for any demographic. A simple point-and-click interface lets you get as specific as you want to be: for example, single mothers over 40 who last purchased in 2007.

Customize any section of your email marketing campaign to display different content to different demographics. In your next email campaign, send a lipstick coupon to women and a lawnmower coupon to men. Or, the top story of your email newsletter can be about wine for the wine lovers and about cheese for the cheese lovers.

## Improve email deliverability, so more messages reach the inbox

Email delivery can make or break your email marketing campaign. After all, your subscribers can't click on messages that they never see – like messages that are buried in the junk folder or that never arrive at all or that don't display properly.



- Use Effective Email Newsletter Templates and Landing Page Designs
- Lyris Content Creation lets you produce great looking campaign assets in minutes, with ready-made email templates and landing page templates that integrate with Lyris email newsletter software.
- Quickly Create Email Messages and Email Newsletters
- No HTML experience? No problem. Our visually oriented process lets you deploy email campaign messages, email newsletters and landing pages in minutes.
- Upload an HTML file, type in the URL where your HTML file resides or simply start from scratch.
- Customize your templates and messages via an easy WYSIWYG editor. If you

can use Word, you can use this. Just point, click, drag, drop and type until your campaign is ready for prime time.

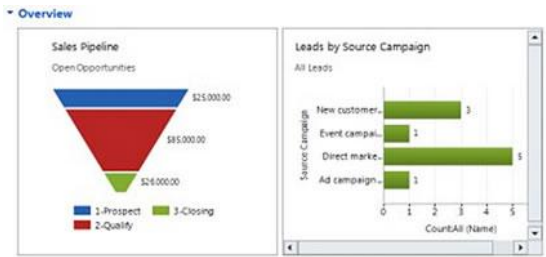
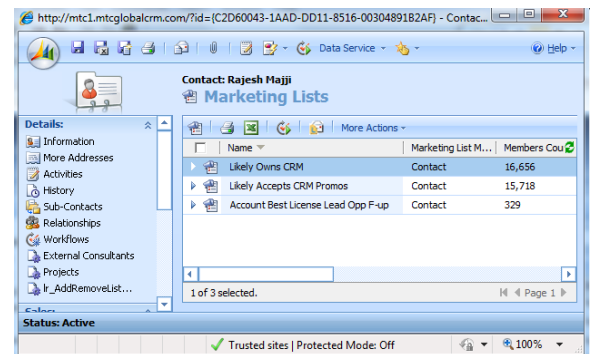
- Store images and other files in the asset library. Upload multiple image, document, Flash and video files, and tag them with whatever keywords you prefer. All of your creative assets are organized and easy to find.
- Drag and drop images into your email messages, newsletters and landing pages. You can resize and manipulate graphics right inside Lyris HQ. No need for photo-editing software.
- Prevent poor design and avoid ISP red flags Lyris HQ Deliverability Tools are built right into the email message creation workflow. So you can automatically make sure every email campaign and email newsletter arrives in the inbox, looking great.
- Conduct A/B split tests. Try out different subject lines, creative approaches and send times. Once you've determined the winner, apply it to the rest of your list.
- Personalize content. Segment and target to give distinct subscriber groups different versions of the same message.
- Automatically fire email triggers. Send welcome messages, confirmations, reminders, birthday wishes and other transactional messages.
- Automatically remove bad addresses: Whether an address becomes invalid or a subscriber hits the "report as spam" button, that person is promptly taken off your active email list.
- Decide what constitutes a "bounce." Sometimes valid email addresses experience temporary problems, such as a full mailbox. Tell us which types of problems justify removal from your email list.
- Subscribe and unsubscribe properly. Implement a double opt-in confirmation process, comply with CAN-SPAM and follow best practices with email forms and other subscription tools.

## Take the Mystery Out of Email Deliverability with Easy-To-Read Reports

- Instantly understand how good or bad your email deliverability is. The EmailAdvisor Overview report shows email deliverability stats from your most recent mailings, comparing your monthly averages to industry averages.
- Drill down into email delivery stats for individual mailings. The MyEA Report Cards feature shows inbox delivery rates, spam content scores and blacklist information for your email messages.
- Uncover inbox delivery rates by ISP. Our Email Delivery Monitor shows the actual percentage of mail delivered to the inbox and the junk folder – as well as how much isn't arriving at all.
- Fix poor email design. Our Inbox Snapshot previews how your email actually displays in AOL, Outlook, Yahoo! and more than 50 other email clients, in time to redesign problem campaigns.
- Avoid spammy content. Email Content Analyzer tests your message against three different levels of spam filters, looking for red flags typically associated with unsolicited commercial email.
- Find out if you're blacklisted. Our Blacklist Monitor checks your email domains against more than 175 different blacklists.

## Microsoft Dynamics CRM brings greater easy and power to email marketing

- **Personalization:** A configurable workspace that is personalized to meet the unique email marketing role and information needs.
- **Goal Management:** Define key performance and email marketing performance and health indicators. This way you can track and measure results against your organization's goals or metrics.
- **Workflows and Interactive Process Dialogs:** Workflow and interactive process dialogs present a consistent message to your customers while sales follows-up on email marketing activity. Use workflow logic invoking automated tasks using the responses a customer makes.
- **Role-based Forms and Views:** Forms and views based on user role-tailored design ensure that the business professionals in your organization have fast access to the relevant marketing information they need. Prevent users from seeing data that they are not authorized to view.
- **Inline Data Visualization:** You can quickly create and share inline charts with drill-down intelligence allowing you to visually navigate opportunities, campaign results, comparative marketing.
- **Dashboards:** Use a dashboard to see at a glance all the important information you need to make key business decisions every day. Assemble and present information from several places in a quickly-read format.



### Email Marketing Packaging and Availability:

Email Marketing is a fully integrated component of the Microsoft's Dynamics CRM 4.0 or CRM 2011 platforms. Email Marketing is offered as an add-on to existing Microsoft Dynamics CRM 4.0 version owners as an upgrade and additionally available as a Microsoft Dynamics CRM 2011 add-on, a CRM 2011 Online add-on, or in a complete new solution of the CRM 2011 offering.

Email Marketing is deliverable and supported by the developer directly around the globe, the email service provider directly, as well as a network of Microsoft Dynamics ERP and CRM certified professional partners available in local markets and who also utilize the solution internally for email marketing.

Package Name	Included email marketing Volumes	*Monthly Price
<b>Small Business</b>	All standard dynamics CRM functionality customized to the ConsultPro functionality	89.00
<b>Professional</b>		299.00
<b>eMarketing Provider</b>		599.00
<b>Ad Agency</b>		999.00

All prices are in US Dollars. Email marketing is accompanied by a full-time dedicated low-cost and fixed-rate customization team from the solutions development, testing, and support staffs. The ConsultPro professional services engagement and pricing is available at: [www.mtccrm.com/CPPS.pdf](http://www.mtccrm.com/CPPS.pdf)

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