

Marketers love ExactTarget.

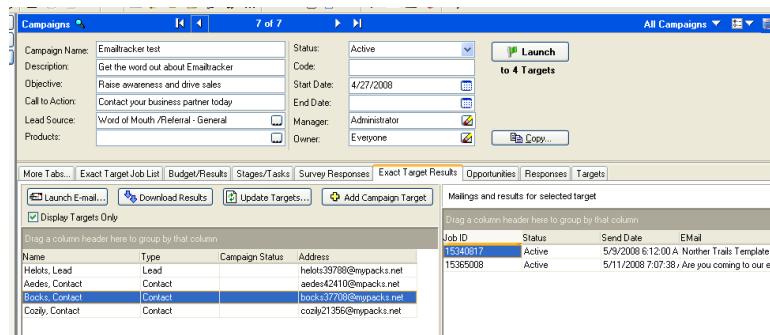
Relationships. Delivered.™

Sales People love SalesLogix for managing relationships.

Finally... a way to have them work together.

Emailtracker delivers on the promise of integrating CRM with eMarketing. By integrating ExactTarget, the market leader in eMarketing with SalesLogix the market leading CRM solution, Emailtracker eliminates the disconnect between your eMarketing efforts and your sales team.

Marketers want results and Emailtracker allows marketers to analyze opens and clicks from SalesLogix. By combining the campaign results with your CRM data, Emailtracker enables drill down analysis by industry, account type, title or any other field in SalesLogix. Marketers can gain the insight into the success of their programs, and use this information to retarget future campaigns.



Emailtracker encompasses all of the items Marketers require of an email marketing system: High volume sending. White-listed with major ISPs. Complete tracking history for each open, click, survey response and bounce - all attached to the SalesLogix contacts and leads.

Features

- Extends SalesLogix Campaigns to include email marketing .
 - Select how much of your campaign you wish to send to.
 - Everyone
 - Just selected entries
 - Just the ones you have not already sent to
 - Use your Campaigns for multiple mailings.
- SalesLogix Centric - control the entire process from within SalesLogix.
 - Generate History.
- Downloads the results into SalesLogix.
 - Opens
 - Clicks
 - Unsubscribes
- View results and Survey information from the Campaign screen, or the Contact Screen.
- Supports ExactTarget Sending Options
 - "On behalf of" Sends
 - Scheduled Send
- Developer Friendly - API
 - Prevent mail from being sent based on your business rules
 - Have special handling for normal events
 - Opens
 - Clicks
 - Survey Answers
 - Bounce

Campaign Screen shots

Results



The screenshot displays the 'Exact Target Results' interface. It features a navigation bar with tabs for 'More Tabs...', 'Stages/Tasks', 'Survey Responses', 'Exact Target Job List', 'Exact Target Results', 'Budget/Results', 'Opportunities', 'Responses', and 'Targets'. Below the navigation bar are several action buttons: 'Launch E-mail...', 'Download Results', 'Update Targets...', and 'Add Campaign Target'. A checkbox labeled 'Display Targets Only' is present. The main content area is divided into two sections. The left section shows a table of campaign data with columns for 'Name', 'Type', and 'Address'. The right section shows a table of 'Click Through Information for selected mailing' with columns for 'Date', 'Type', and 'Type'. Two callout boxes are overlaid on the screenshot: one pointing to the campaign data table with the text 'See what was opened and what bounced', and another pointing to the click-through information table with the text 'See when they opened it and what they clicked on'.

Name	Type	Address
+ SendDate : 5/9/2008 6:12:00 AM		
- SendDate : 5/11/2008 7:07:38 AM		
Helots, Lead	Lead	Active 15365008 helots3
Aedes, Contact	Contact	Returned 15365008 aedes4
Bocks, Contact	Contact	Active 15365008 bocks3
Cozily, Contact	Contact	Active 15365008 cozily2

Date	Type	Type
5/11/2008 7:10:00	Message Open	
5/11/2008 7:10:00	Message Open	
5/11/2008 7:10:00	Link Click	View as a Web Page http://view.
5/11/2008 7:11:00	Link Click	Powered by Exact Target http://email
5/11/2008 7:11:00	Link Click	View Privacy Policy http://email

Surveys

More Tabs... Budget/Results **Survey Responses** Exact Target Results Opportunities Responses Targets



Display Summary Detail  Excel  Refresh

Drag a column header here to group by that column

Question	E-Mail	Answer	Count
Do you plan on attending one of our events?	Are you coming to our event?	No	1
Do you plan on attending one of our events?	Are you coming to our event?	Yes	2
What city and date did you plan on attending	Are you coming to our event?	(none)	1
What city and date did you plan on attending	Are you coming to our event?	4/3 - Cleveland OH	1
What city and date did you plan on attending	Are you coming to our event?	4/4 - Indianapolis	1

Summary View

More Tabs... Budget/Results **Survey Responses** Exact Target Results Opportunities Responses Targets

Display Summary Detail  Excel  Refresh

Drag a column header here to group by that column

Name	Email	Question	Answer	Type
Bocks, Contact	Are you coming to our event?	Do you plan on attending one of our events?	No	Contact
Bocks, Contact	Are you coming to our event?	What city and date did you plan on attending	(none)	Contact
Cozily, Contact	Are you coming to our event?	Do you plan on attending one of our events?	Yes	Contact
Cozily, Contact	Are you coming to our event?	What city and date did you plan on attending	4/4 - Indianapolis	Contact
Helots, Lead	Are you coming to our event?	Do you plan on attending one of our events?	Yes	Lead
Helots, Lead	Are you coming to our event?	What city and date did you plan on attending	4/3 - Cleveland OH	Lead

Detail View

Contact Screen shots

Mailing History

Activities Literature Requests ExactSurveyAnswers **Mailing History** ExactResults Attachments Lead Sources Opportunities Processes Associations Summary Details More Tabs...

Campaign Name	Campaigncode	Mailing Status	Address Sent to	Createdate	E-Mail_Subject	SendDateTime	From
Emailtracker test		Active	bocks37708@mypacks.	5/9/2008	%%First Name%%, Northern Trails Pr	5/9/2008	@@ChannelM
Emailtracker test		Active	bocks37708@mypacks.	5/11/2008	Are you coming to our event?	5/11/2008	Mark Funkhoc

See every time the contact was sent something and if they opened it

Survey Answers

Activities	Literature Requests	ExactSurveyAnswers	Mailing History	ExactResults	Attachments	Lead Sources	Opportunities	Processes	Associations	Summary	Details	More T
Drag a column header here to group by that column												
Campaign	Email_Name	Recorded	JobId	Question	Response							
Emailtracker test	Are you coming to our event?	5/11/2008	15365008	Do you plan on attending one of our events?	No							
Emailtracker test	Are you coming to our event?	5/11/2008	15365008	What city and date did you plan on attending	(none)							

See every survey question they have ever answered

Opens & Clicks

Activities	Literature Requests	ExactSurveyAnswers	Mailing History	ExactResults	Attachments	Lead Sources	Opportunities	Processes	Associations	Summary	Details	More Tabs...
Drag a column header here to group by that column												
Campaign Name	Mailing Date	Event Date	Event Type	Click URL								
Emailtracker test	5/9/2008 6:12:00 AM	5/9/2008 6:16 AM	Message Open									
Emailtracker test	5/9/2008 6:12:00 AM	5/9/2008 6:16 AM	Message Open									
Emailtracker test	5/11/2008 7:07:38 AM	5/11/2008 7:10 AM	Message Open									
Emailtracker test	5/11/2008 7:07:38 AM	5/11/2008 7:10 AM	Message Open									
Emailtracker test	5/11/2008 7:07:38 AM	5/11/2008 7:10 AM	Link Click	http://view.exacttarget.com/?i=fe6315757662017d751c&m=%2;MemberID%%s=%?								
Emailtracker test	5/11/2008 7:07:38 AM	5/11/2008 7:11 AM	Link Click	http://email.exacttarget.com/ETWeb/powered-by.aspx?CMP=AFCPoweredByLogo&etrid								
Emailtracker test	5/11/2008 7:07:38 AM	5/11/2008 7:11 AM	Link Click	http://email.exacttarget.com/company-anti-sp-policy.asp								

See every time they opened the email, and every link that was clicked

Requirements

SalesLogix LAN Client

- Versions 6.23 with Marketing feature pack
- Version 6.26
- Versions 7.x
- Supports ORACLE and MS SQL, including mixed environments.

ExactTarget

- API Access
- Ability to use FTP (either active or passive mode)

Pricing

Emailtracker Core	\$3,995
<ul style="list-style-type: none">• One ExactTarget master account• One SalesLogix database	
Additional ExactTarget Master Accounts	\$1,500 each
Annual Maintenance and Support	20%
Current version number	2.6

How to buy

Emailtracker is available through your SalesLogix business partner.

Availability

Available now.