

# LEADPRO 24|7

Lead Management & Email Marketing System

## Enhance Email Marketing and Leads Processing Capabilities of your team! Maximize Sales and Marketing ROI!

The **LeadPro 24 | 7** suite of tools can be used for List Management, Email Campaign Management, Lead Capture, Assessment, Distribution, Lead Tracking, Literature Fulfillment Tracking and Metrics Reporting. Lead sources could be web sites, internal databases, third party forms / lists, advertisements, trade shows and call center contacts. Lead distribution can be based on partner geography, sales territory, team capability, and manual routing. Time frames can be defined and monitored for acting on leads on timely basis.

### Functions

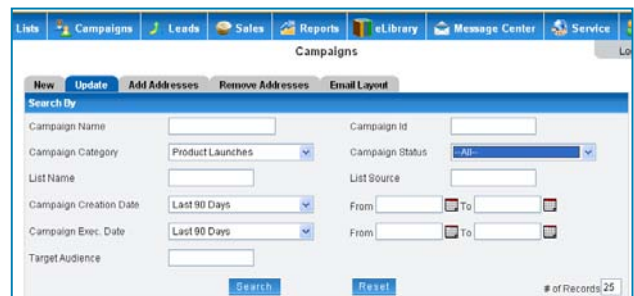
- List Management for both B2B and B2C segments
- Email Campaign Definition, Target Segmentation, Email Templates & Scheduling
- Bounce Management, Opt-Out / Opt-In Management
- Status Reporting including current status and action taken
- Results Reporting such as Closed, Lost, Competitive Data, etc. (based on Sales)
- Market Reporting including Campaign Specific Reports
- Collateral Fulfillment updates for end customers and prospects
- Multiple campaigns / divisions / business units supported
- Campaign Effectiveness Reporting and Management Dashboard
- E-Library for digital knowledgebase (storage of brochures, marketing materials, advertisement copies, etc).

### Benefits

- 24 X 7 Visibility to Email Campaigns and Leads Reporting
- Expedites Prospect to Customer conversion
- Ensures Customer Retention and Decreases Customer Churn
- Enhances Customer Loyalty by prompt follow up by Sales Channels
- Hosted Services available (for small and medium organizations)
- Supports full branding with your Corporate Identity for channel / employee usage
- Extensive Reporting and Analytics

### Usage

- Small and Medium Businesses
- Manufacturers / Distribution Channels / Franchisees
- Consumer Goods Producers / Marketers
- Financial Institutions
- Mortgage Lenders and Brokers
- Event / Marketing Organizations
- Advertisement Agencies
- Non-profit Organizations

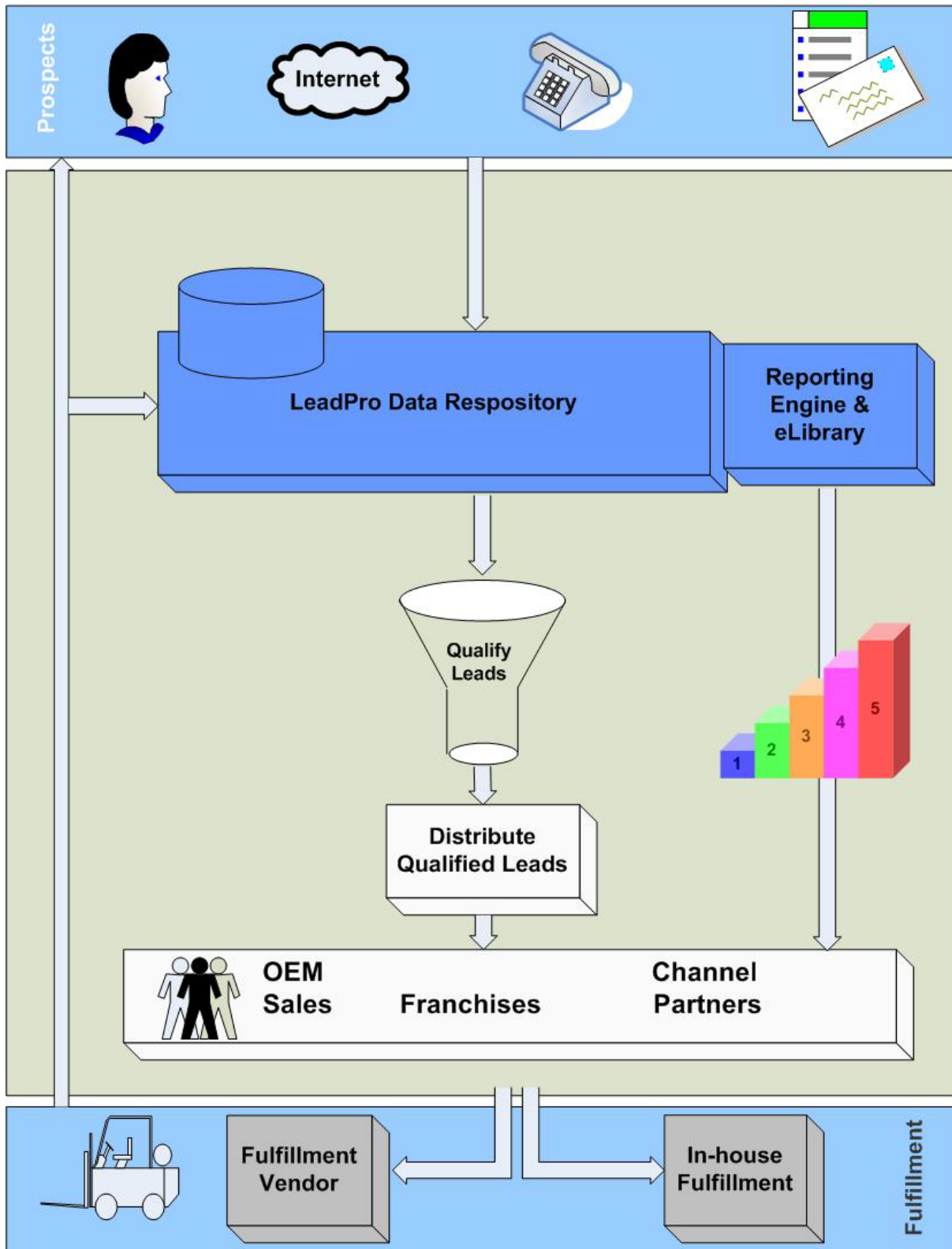


The screenshot displays the 'Campaigns' management interface. At the top, there is a navigation bar with icons for Lists, Campaigns, Leads, Sales, Reports, eLibrary, Message Center, and Service. Below this, a sub-header 'Campaigns' is visible. The main area contains a search and filter form with the following fields:

- Search By:** Campaign Name (text input), Campaign Id (text input)
- Campaign Category:** Product Launches (dropdown menu)
- Campaign Status:** AD (dropdown menu)
- List Name:** (text input)
- List Source:** (text input)
- Campaign Creation Date:** Last 90 Days (dropdown menu)
- From:** (calendar icon), **To:** (calendar icon)
- Campaign Exec. Date:** Last 90 Days (dropdown menu)
- From:** (calendar icon), **To:** (calendar icon)
- Target Audience:** (text input)

At the bottom of the form, there are 'Search' and 'Reset' buttons, and a status indicator showing '# of Records: 25'.

Email Marketing and Lead Management Application Suite



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## Sample Reports

- Lists, List Sources, List Types
- List / Campaign Addresses
- Campaign Status
- Campaign Summary
- Bounced Emails & Summary Report
- Email Opt-outs, Opt-ins
- Campaign Performance
- Top / Bottom Domains
- Lead Status Report
- Lead Summary Report
- Lead Conversion Analysis
- Lead Analysis – By Source / Campaign
- Lead Analysis – By Business Area
- Lead Analysis – By Product Line
- Lead Analysis – By Franchise / Dealer / Channel Partner
- Lead Analysis – By Region / Sales Area
- Lead Fulfillment Report
- Usage Metrics Reports



**Leads**

Company: National Research Products, Inc. Business Area: [Select]

Title: [Select] Lead Company: ABC Company Inc.

First Name: [Text] Last Name: [Text] Sex: [Select]

Address 1: 1234 Main Street Address 2: [Text]

City: [Text] State: [Select] Zip/Postal Code: 12345

Country: USA State ID: [Text]

Home Phone: [Text] Day Time Phone: [Text]

Working Phone: [Text] Preferred Contact Time: [Select]

Preferred Contact Method: [Select]

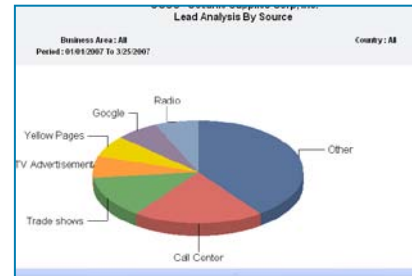
Lead Source: [Select] Lead Source (Old): [Text]

Lead Status: [Select] Status Date: [Text]

Related: [Text]

## Features

- Fully web (browser) based, on-line system
- User friendly interface with Web 2.0 and Ajax concepts
- Supports multiple databases (such as SQL Server and Oracle)
- Extensive, configurable, flexible work and process flow
- Extensive Search features (for Lists, Campaigns, Leads)
- Configurable Data Contents (for Leads and Lists import)
- Extensive Transactional / Operational Reporting
- Advanced Analytics / Metrics / Trend Reporting
- Graphical Presentation of key Reports and Metrics (see example)
- Report data downloadable to Spreadsheets and Text files
- Can be used by OEMs, Direct Partners, Indirect / Channel Partners
- Channel Partners can use for their own lead management
- Supports inputs via on-line and off-line sources (Web entry, Import from XLS, CSV, ASCII, Access, Delimited and XML files, Web Services, etc.)
- Optional Web Services / Enterprise Middleware Integration
- Seamless Integration with your ERP / Corporate Systems and IT Infrastructure
- Available in on-demand (hosted) or in-premise (licensed) deployment delivery models



**Template Definition**

Template Category: Import Template Name: Sample Data File

Description: Sample Data File for Demandbase

Data File Type: [Select]

Mapping: [Select]

Source Data File: [Text]

## About Anagha Group

Anagha Group provides a range of technology services and tools in Marketing, Sales, Operations and Customer Management and Service arenas. The portfolio of services includes strategic marketing, marketing research, and support services. Email marketing, rebates programs administration, loyalty

## LeadPro 24 | 7 - Email Marketing Solutions

programs management, co-op programs execution; integrated marketing and fulfillment services are delivered to the customers using flawless delivery methodologies. Backed by an experienced, strong technology team and global delivery capabilities, Anagha Group helps customers achieve significant cost reduction and enhance profitability.

Several technology tools and customer centric solutions are offered in on-demand (Software as a Service) or on-site delivery models. These tools help measure and analyze benefits in terms of ROI and aid in decision making by effective utilization of marketing dollars. These tools also provide valuable business intelligence and strategic reporting in marketing, sales, operations, administration, customer service and customer data management areas.

Anagha Group provides its services to a cross section of the industry, including consumer packaged goods, retail, healthcare, life sciences, building materials, finance, mortgage, banking and insurance, automotive and other manufacturing industries. For more information on services offered, please visit [www.AnaghaGroup.com](http://www.AnaghaGroup.com).

### More Information

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