

LeadPro
Lead Management and Email Marketing System

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

The **LeadPro** tool can be used for List Management, Campaign Management, Email Marketing, Lead Generation, Assessment, Distribution, Literature Fulfillment, Lead Tracking and Metrics Reporting. Lead sources could be web sites, internal databases, third party forms, advertisements, trade shows and call center contacts. Lead distribution can be based on partner geography, 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.
- Campaign Definition, Target Segmentation, Email Templates & Scheduling.
- Status Reporting including current status and action taken.
- Results Reporting such as Closed, Lost, Competitive Data, etc.
- Market Reporting including Campaign Specific Reports.
- Collateral Fulfillment for end customers and prospects.
- Multiple campaigns / divisions / business units supported.
- Campaign Effectiveness Reporting and Management Dashboard.

Benefits

- 24 X 7 Visibility to Email Campaigns and Leads Reporting
- Expedites prospect to customer conversion
- Ensures Customer Retention
- Enhances Customer Loyalty
- Hosted Services available
- Supports full branding with your Corporate Identity for channel / employee usage
- Extensive Reporting and Analytics

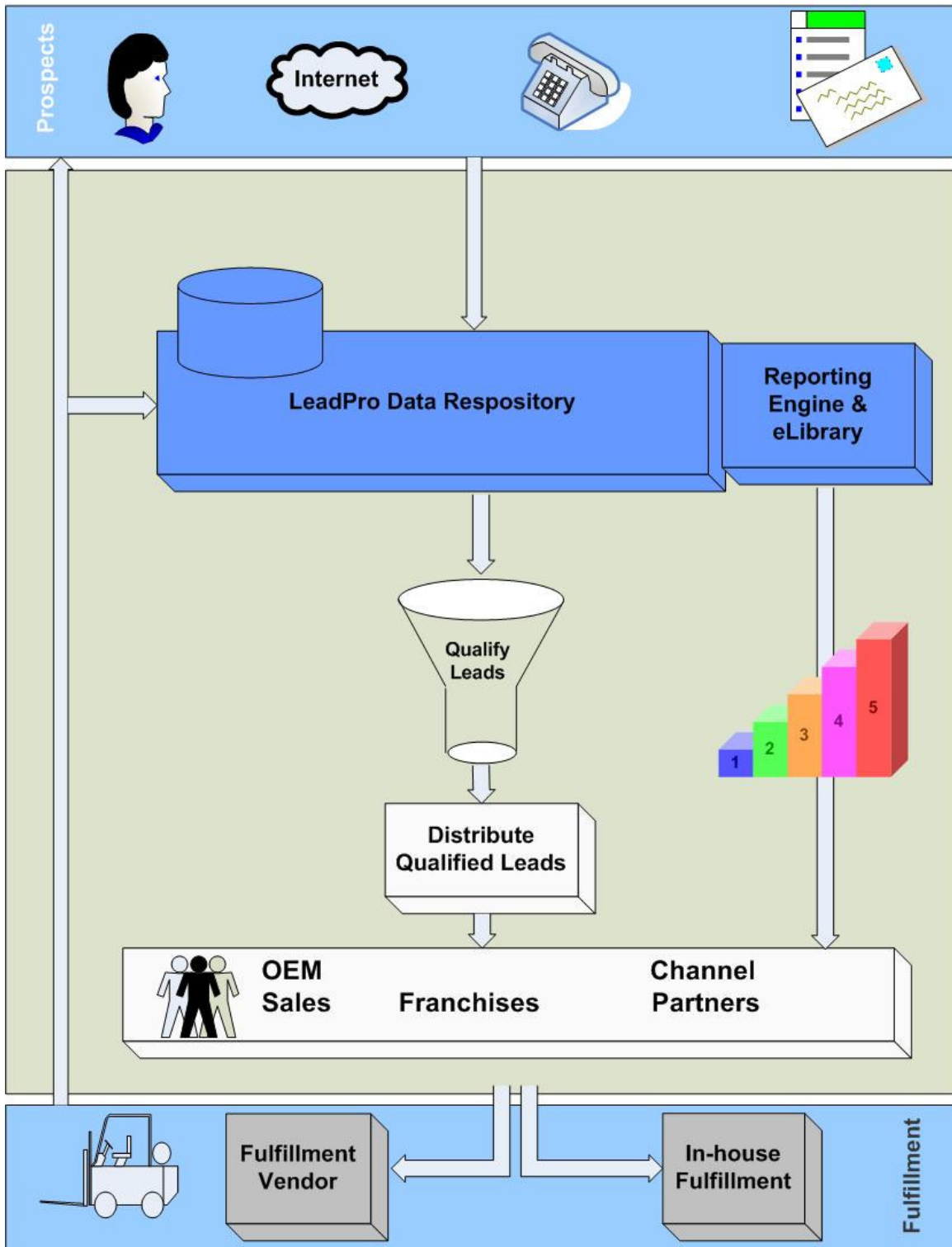
Usage

- Small and Medium Businesses
- Manufacturers / Distribution Channels
- Builders and Home Improvement Service Providers
- Consumer Goods Producers / Marketers
- Financial Institutions
- Mortgage Lenders and Brokers
- Tele-Marketing Organizations
- Advertisement Agencies
- Non-profit Organizations

Support Modes

- On-line / Internet Self Service
- Telephone / IVR, Email, Fax

Email Marketing and Lead Management Application Suite



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Features

- Fully web (browser) based, on-line system
- User friendly interfaces
- Supports multiple databases
- Supports multiple languages
- Supports inputs via on-line and off-line sources
- Can be used by OEMs, Direct Partners, Indirect / Channel Partners and End Users / Consumers
- Extensive, configurable , flexible work and process flow
- Configurable Data Contents
- Extensive transactional / operational Reporting
- Advanced Analytics / Metrics / History / Trend Reporting
- Graphical Presentation of key Reports and Metrics
- Report data downloadable to Spreadsheets and Text files
- Optional Web Services / Enterprise Middleware Integration
- Seamless Integration with your ERP / Corporate Systems and IT Infrastructure
- Available in on-demand (hosted) or in-premise deployment delivery models

About Anagha Group

Anagha Group provides a range services 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 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 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 reporting in marketing, sales, operations, administration, service and customer data management areas.

Anagha Group offers consulting, best practices and allied services in data management, customer data integration initiatives, global data exchange programs among trading partners, portfolio management, quality improvement programs and technology consulting in marketing, fulfillment, sales and operations business processes.

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.

ANAGHA GROUP

Marketing Services

Technology Consulting

Customer Data Management

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