

Marketing pro



CAS ^{globe icon} genesisWorld

Marketing

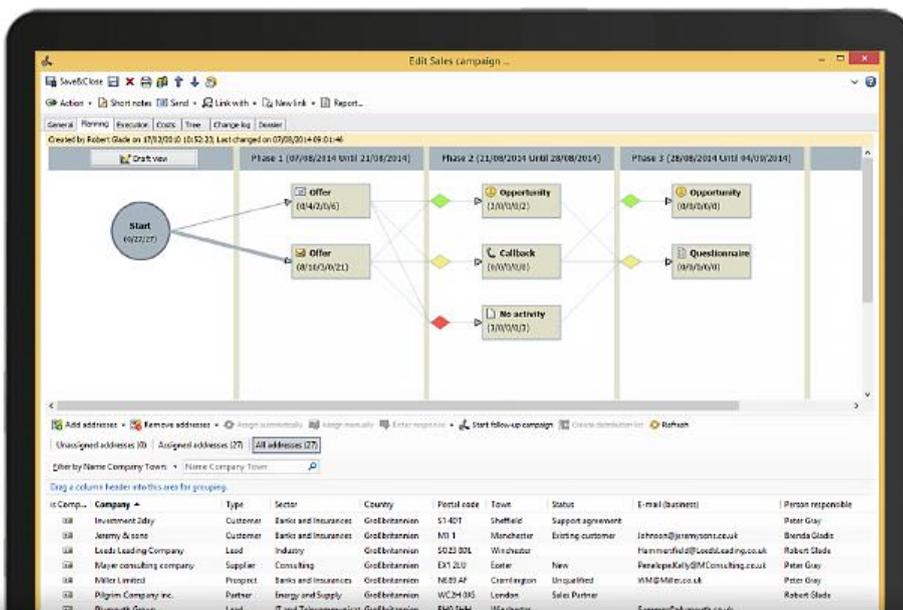


Target the customers you want to speak to

Marketing campaigns start with clever ideas, which have to be prepared carefully and need to be implemented somehow. Which is why targeted follow up actions also determine the success of a campaign. From its conception to the follow-up actions, the Marketing pro module effectively supports you throughout your campaign. You work with current addresses from your CRM system and record all customer reactions directly in CAS genesisWorld. With the Marketing pro module you can plan simple or multiple-phase campaigns using a graphic user-interface.

What options does Marketing pro offer?

- In CAS genesisWorld you can create marketing campaign data record types. You plan all the phases of your marketing campaigns directly in your CRM system.
- The graphic campaign designer provides you with a visualization of your campaign and ensures a structured view from the outset.
- You specify costs for the individual campaign actions, which can all be included in later evaluations.
- Addresses can be added or removed from views or distribution lists using the search or drag and drop functions.
- You can capture customer reactions directly in the address data records or phone calls so that this information is also available for sales and service support employees.
- You can run follow-up campaigns directly from the Marketing pro module.



CAS genesisWorld

At a glance

- You create marketing campaigns as separate data record types
- Using the campaign designer you can create a structured overview
- You add or move addresses to target groups via the button using drag and drop
- Your customer responses are recorded directly in addresses or phone calls data records

Advantages

- Permitted channels of communication are taken into account automatically
- Consistent lead management
- Campaign oriented budget and costs management

Planning your marketing campaigns has never been easier.

Find out more

Would you like to know more about Marketing pro module?



CAS Software AG
CAS-Weg 1 - 5
76131 Karlsruhe

Phone: +49 721 9638-188
E-mail: sales@cas.de
www.cas-crm.com