

GoldMine® Premium Edition

Marketing Automation

A goal for any marketing organisation is to generate the best qualified leads from the most cost effective campaigns. In today's competitive landscape, companies are looking for better ways to acquire and retain customers, and effective marketing techniques can help companies do just that.

GoldMine® Premium Edition's campaign features help you improve marketing effectiveness by targeting the right contacts for each marketing campaign. The intuitive marketing campaign generator lists the contacts which qualify for specific campaigns, automatically generates user activities in real time, and helps marketing managers create and initiate mail and email campaigns. Use the GoldMine campaign management features to create marketing campaigns for your customer facing agents, enabling them to initiate the leads process and analyse the productivity of each campaign.

GoldMine users can manage leads for customers, contacts and prospects. Lead features allow you to take control of your leads by assigning ownership of each lead, as well as providing you the ability to import leads as needed. The powerful lead import tool allows you to import leads from a variety of different file formats. The application helps you clearly define rules that will optimise lead routing and lead ranking for more efficient results. GoldMine Premium Edition's lead management system helps distribute leads in real time so your users can manage and track leads for greater revenue generation and increased focus on marketing efforts.

Campaign Management

GoldMine Premium Edition Campaign Management offers you a centralised location to track activities and contacts associated with a marketing campaign or promotion. Whether you need to send an e-mail, perform a mail merge, or capture web leads, GoldMine software's Campaign Manager will help make your marketing campaign a success. GoldMine allows marketing teams to easily define and track the status of campaign tasks, and contacts to be touched. For instance, the Campaign Management centre can be used to perform a mail merge with introductory information about your company's products or services.

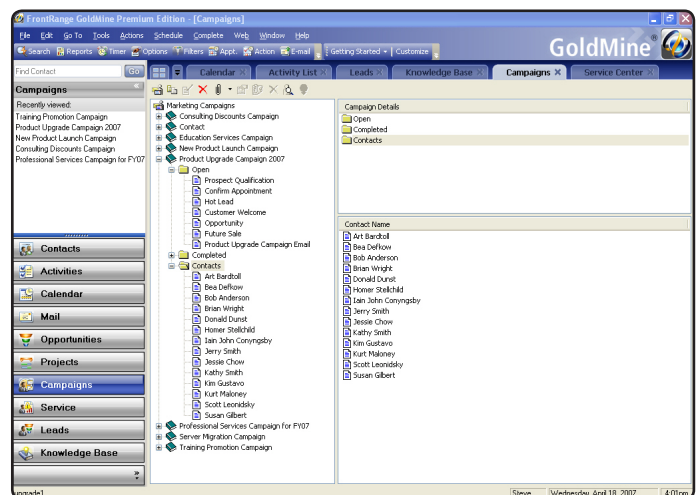
It can also be used to configure web import to capture leads visiting your web site as a result of a call to action or promotion.

Campaign Management includes:

- Campaign creation wizard
- Selectively assign contacts for each campaign
- Define and track a set of tasks per campaign
- Clone campaigns for quick campaign creation
- Perform mail and email merge activities
- Closed loop reporting on campaign performance

And much more...

GoldMine Premium Edition marketing campaign and lead features help you achieve instant results in the most cost effective manner.



Marketing features enable users to quickly view and access all contacts and activities associated to a campaign

Lead Management

GoldMine Premium Edition leads management centre helps you manage your leads at different stages of the sales cycle. The Lead Management centre provides a set of tools that assist you in defining ownership and security rules, analysing your leads and more.

The powerful GoldMine import tools allow you to import leads from a variety of different file formats. Source code values can be assigned to each lead to help you segment your database based on how the lead was obtained. The lead analysis tool helps you measure the return on your marketing investment, by analysing information such as costs per lead and sales success rates. Powerful business rules help you automate common business tasks such as sending email's, updating lead information, or scheduling activities. GoldMine software's calendaring capabilities help you keep in touch with your leads, set reminders and more. Filters and groups help you quickly access your leads and segment your database on your own criteria, and lead ownership helps you take control of your leads by defining who can update their information, and how much of their information others can use.

Lead Management includes:

- Import lead mechanisms that support many file types
- Source code assignments for each campaign
- Complete lead reporting and analysis
- Supports mail and email merge efforts
- Assign ownership of each GoldMine lead
- Automate common lead business processes
- Schedule follow up lead activities
- Create filters and groups for easy lead access

GoldMine lead analysis features allow sales and marketing users to easily view lead characteristics, such as lead conversion ratios, lead profits, the source of each lead, and overall campaign lead performance.

By tracking all sales from lead to conclusion, users are able to see that prospects are actively pursued, and through reporting capabilities provided in GoldMine Premium Edition's marketing features users can analyse the value of various lead characteristics to help make more effective investments in your future market-

ing programs. Using GoldMine, you can monitor a campaign's pipeline visibility in real-time so you can continually improve your marketing efforts and concentrate on the campaigns that are most effective.

Integration with additional GoldMine Premium Edition functionality:

Marketing Automation is just one aspect of the GoldMine Premium Edition solution. Other functionality includes:

- Relationship Management and Daily Activity Management
 - Enables any sales, service or marketing user to maintain customer relationships and day-to-day business activities
- Sales Force Automation
 - Allows the sales force to efficiently work on closing deals by providing a complete view into customer interactions
- Customer Service and Support
 - Provides support management capabilities for customers with a complete view of all customer interactions
- Analytics, Reporting and Knowledge Base
 - Provides reporting and analysis functions for users and managers to understand business progress and customer interactions

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