



"It's **easy** to create a Target List. It's very hard to create a **winning list** containing only the people who should be contacted; the people who are **worth contacting.**"

## Energizing Target Lists

How does NetSearch for SugarCRM help you make your target lists more successful?

We provide you with predefined views of SugarCRM Prospects, Leads, Contacts and all their activities. If you take up the Network Edition of NetSearch for SugarCRM you can even include the activities and attributes from your other systems e.g. Sales Order Processing, Web Site etc.

Choose the approach that best suits the campaign. You can start with everyone and remove the people you don't want OR you can build a Target List piece by piece until you have added in everyone you do want. You can even mix these approaches when needed.

Use our friendly, interactive and powerful enquiry screens to select the groups of people you think most appropriate for this campaign. You can select or remove them by:

- ▶ Their attributes such as Industry, Department, Geography.
- ▶ Their activities such as calls, meetings and tasks.
- ▶ Their response to previous campaigns.
- ▶ Their value such as turnover, employees, past sales.

Set your own default view to automatically remove the "opt outs", the "do not calls", the "invalid email addresses" etc.

If you are building a list for an email campaign, a Fax campaign or an SMS campaign, you can easily remove the people who don't have email addresses, fax numbers or mobile telephone numbers.

You can even identify the people who have already been targeted in similar recent campaigns and decide whether or not to include them in this campaign.

When you have built your Target List you can use NetSearch to review critical aspects such as: "Have I got the correct sector and geographical cover?"

You can use NetSearch to de-dupe your final campaign grouping down to a lean and tightly focused list that makes the best use of your campaign budget.

**REDUCE** the number of people in your target lists.

**REDUCE** the costs of direct marketing.

**INCREASE** your campaign response rates.

“NetSearch paid for itself ten times over within months, just by tidying up my target lists and helping me to remove duplicates from my promotions.”

Duplicated communications to the same individual are a waste of time and money and diminish their opinion of you as a potential supplier. The effects can be even worse with existing customers.

Bought in mailing lists and large customer databases bring their own challenges. People change jobs, change company, change address. People get older, get married and get divorced. People frequently exist in more than one mailing list and deal with more than one person in your organisation.

Nobody wants to send the same communication more than once to any individual. We all know that it's a waste of effort, a waste of money; and it blunts the impact of our promotion.

NetSearch for SugarCRM uses the wealth of information stored inside SugarCRM to identify and removes duplicates from your target list.

Deciding what is a duplicate communication can depend on the purpose of the promotion, the audience you are trying to connect with and the communications medium you are using.

NetSearch provides “Virtual Views” of your target audience to de-dupe the target list by real identifiers rather than anonymous codes. You can select the identifier that matches the nature of the campaign:

- ▶ Individual name.
- ▶ Individual name within organisation name.
- ▶ Individual email address.
- ▶ Individual name and postal address.
- ▶ Postal address.

NetSearch makes this process interactive, quick and flexible. You can now produce lean and tightly focused target lists and delivers lean and tightly focused target lists.

**“I haven't missed the irony. By reducing the number of people in my target lists, I have reduced the costs of direct marketing and increased my campaign response rates and conversion rates.”**