

**INSTANT IMPROVEMENT**  
in your campaign success  
rate for less than  
**£500 PER YEAR!**



## NetSearch for SugarCRM

NetSearch helps you to find SugarCRM's sweet spot

### Email Direct Marketing Return On Investment

If you increase the response rates by a small percentage you will gain a huge improvement in your Return On Investment (ROI).

No° Pieces:	60,000
Program Cost:	\$6,000
Conversion Rate:	2%
Av. Profit Per Sale:	\$1,000

	Before NetSearch	After NetSearch
Response Rate:	1%	2%
ROI Delivered:	100%	300%

### Product Feature Comparison

#### SugarCRM Information Views

- ▶ Contacts
- ▶ Leads
- ▶ Prospects
- ▶ Call Activity
- ▶ Meeting Activity
- ▶ Task Activity
- ▶ Campaign Activity

Component	Limited Edition	Custom Edition	Networked Edition	Enterprise Edition
Preconfigured Information Views	●	●	●	●
Venn Based Mining	●	●	●	●
Value Based Mining	●	●	●	●
SugarCRM Target List Load	●	●	●	●
Lifetime Value / Churn Analysis				●
User Defined Views & Queries	●	●	●	●
SugarCRM Custom Fields		●	●	●
Additional Information Views			●	●
Multi-user Administration			●	●
Supported Databases	MYSQL	MYSQL	MYSQL	All Supported
Supported OS	MS Windows	MS Windows	MS Windows	All Supported

**Improved**

- Response Rates
- Conversion Rates
- Customer Loyalty

**Sales Benefits**

Customer loyalty and spending tends to increase with the suppliers they feel understand their requirements better and show an interest.

NetSearch for SugarCRM gives you a better understanding of which message and style of offer your customers respond to best e.g. do they react to phone calls or to email campaigns? Which style of campaign message do they prefer ...is it price, availability, new features?

NetSearch helps you increase sales from your existing customers by making it easier for you to understand their spending patterns better and ensure that you get a larger share of their budget.

You can set up saved alerts to identify special customer conditions e.g.

Who hasn't purchased for 3 months?

Who has purchased less this year than last year?

Which customers never purchase from your premium product groups?

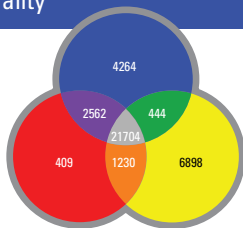
Which customers aren't buying all the related products in a range?

Which customers only buy during a promotion?

Who are the new, the lost, and the returning customers?

**Segment**

Venn Diagram Functionality



**Select**

NetSearch Search Results

Joe Bloggs	✓
Tom Smith	
Jane White	✓
Julia Green	

**Communicate**

Methods of Delivery



More campaigns in the same marketing budget

**Mass Marketing tends to be inefficient. It is fraught with wasted costs and wasted resources and it frequently works against its own objectives. Consumers tend to ignore the more general marketing messages as spam or junk mail and get annoyed when they receive the same offer multiple times. NetSearch for SugarCRM removes many technical barriers and helps you improve the efficiency of your Mass Marketing campaigns**

## Reduced Costs

Marketing Staff

Technical Staff

I.T. Support Time

Data Cleansing

Deployment Costs

## Cost Benefits

Finer targeting means that you issue fewer communications and achieve a greater return. Historically detailed targeting has been a really expensive, laborious, and complicated exercise. So companies have frequently had to put up with the inefficiencies and poor return on investment.

NetSearch will change all this for you. It's not expensive. It's not laborious. It's not complicated. If you still need to use the postal service, you will reduce the size of your Postal Campaigns, so saving on postage, printing and stationary. As a SugarCRM user, NetSearch will help make better use of cheaper electronic methods such as email.

You will reduce the marketing effort to required to run a campaign. You will need less technical and IT support staff to run a campaign. You will be able to run campaigns more frequently and use your creativity to achieve revenue improvements that were not possible before. Self Service Reporting will reduce the time spent producing, sorting and distributing Marketing Reports.

The NetSearch reports complement the SugarCRM dashboard with analytic views of activity and detailed views of individual customers and campaigns. You can combine information from SugarCRM with your external Sales systems

Data cleansing costs are greatly reduced. The transparency of NetSearch means that any invalid coding or groupings can be easily recognised and even corrected within NetSearch using the Transform facility.

The deployment costs of NetSearch for SugarCRM are low and there is no need for any additional database licence. NetSearch provides a scalable fast response over large customer and product tables containing 10's of millions of records; without the need for expensive databases or hardware.

For the larger organisations, NetSearch's Integrated Security means that each staff member will only have access to the information they are allowed to view.

**With NetSearch for SugarCRM you can escape from the excessive costs and poor success rates of "Mass Mailings". You know what the campaign offer is and you can now use all the information you hold in your organisation to target the customers who are most likely to be interested; at a time when they are most likely to be ready to purchase.**