



## Email Marketing Module

Your Crystal Ball on Who to Call!



Activator's Email Marketing Module integrates robust on-line marketing and lead generation, with sales follow up in ACT! and Outlook contact managers. It closes the loop on marketing and sales automation.

Activator's Email Marketing Module, adds automated campaign management to SwiftPage email. Gain Can-Spam compliance and auto opt-out functionality for ACT! and Outlook email recipients, saving hours of tedious opt-out email address removal.

**Price: \$199.00** \*Requires a SwiftPage Email account which may be purchased separately. (\$14.95 to \$29.95 Mo.)

With just one click, Activator campaign events flagged as "Marketing Email" are sent through the user's on-line SwiftPage account, while all other Activator emails go through Outlook.

**For salespeople, It provides "The crystal ball on who to call"** with automatic integrated scoring for each Marketing Email recipient based upon campaign calculations when sent through Activator.

**Email recipients are given a score, higher scores, means hotter prospects!** You will know exactly who to follow up with immediately and avoid wasting time with less interested prospects.

Score	Email Address	Name 1	Name 2	Phone	Opened Time	Opens	Clicks	Forwards
140	bbeckham@citlink.net	Bill	Beckham	[1] 208-634-8264	08/04/06 09:17 AM	11	3	0
104	rchr11@tampabay.rr.com	Bob	Christ	[1] 863-646-5211	08/03/06 07:14 PM	2	3	0
98	dbutterworth@debit-direct.com	David	Butterworth	[44] (162) 468-0800	08/05/06 12:28 PM	13	1	0
98	jom@idabiz.com.au	John	O'malley	[1] 618-931-31682	08/03/06 10:37 PM	13	1	0
91	donroy1@sympatico.ca	Donald	Roy	[1] 905-379-3273	08/03/06 03:05 PM	5	2	0
91	joe@biggins.com	Joe	Biggins	[1] 978-263-6362	08/03/06 05:49 PM	5	2	0
91	macorp@carib-link.net	Eddison	Alfred	[1] 868-674 9315	08/03/06 03:08 PM	5	2	0
87	bob@sunsettileandstone.com	Bob	Stark	[1] 808-838-7866	08/03/06 04:20 PM	4	2	0
83	darrellg@direcway.com	Darrell	Galloway	[1] 770-412-6702	08/04/06 06:33 AM	3	2	0
83	sean@torontotrucks.com	Sean	Lockhart	[1] 416-410-4938	08/04/06 07:54 AM	3	2	0