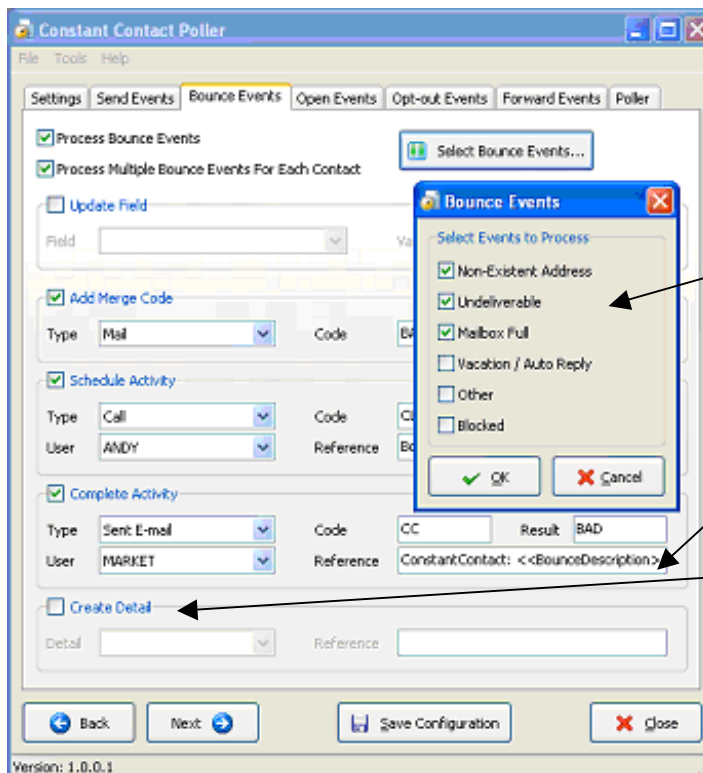


Email marketing campaigns seamlessly linked to GoldMine: open, forward, bounce-tracking and unsubscribe features with full real-time monitoring and management from within your GoldMine database.

Email Marketing by Constant Contact makes it easy to create professional-looking emails—fast and with no technical expertise. With more than 300 easily customised email templates, a step-by-step Email Wizard, and point-and-click interface, you can create high-impact email newsletters and promotions in just minutes. And with Constant Contact, seamlessly integrated to GoldMine, it's easy for you to manage your contact email lists and measure results from inside GoldMine itself.

How do I manage an email marketing campaign from within GoldMine?

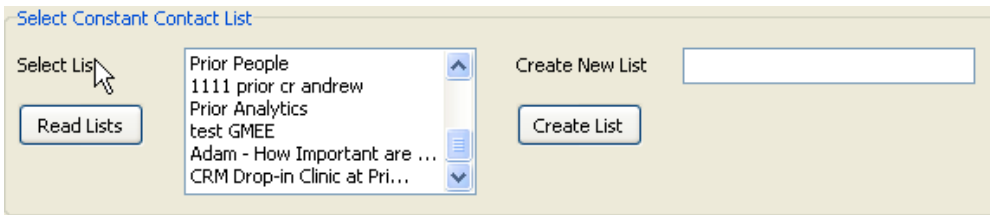
- ◆ Identify target Group in GoldMine
- ◆ Select opt ins and opt outs using merge codes
- ◆ Include and exclude items based on GoldMine Details, if required
- ◆ Select Fields to export /map GoldMine fields to Constant Contact Fields
- ◆ Send data to Constant Contact in one click
- ◆ Select template and GoldMine list in Constant Contact and send
- ◆ The Poller (below) will track the emails and update GoldMine according to your instructions.



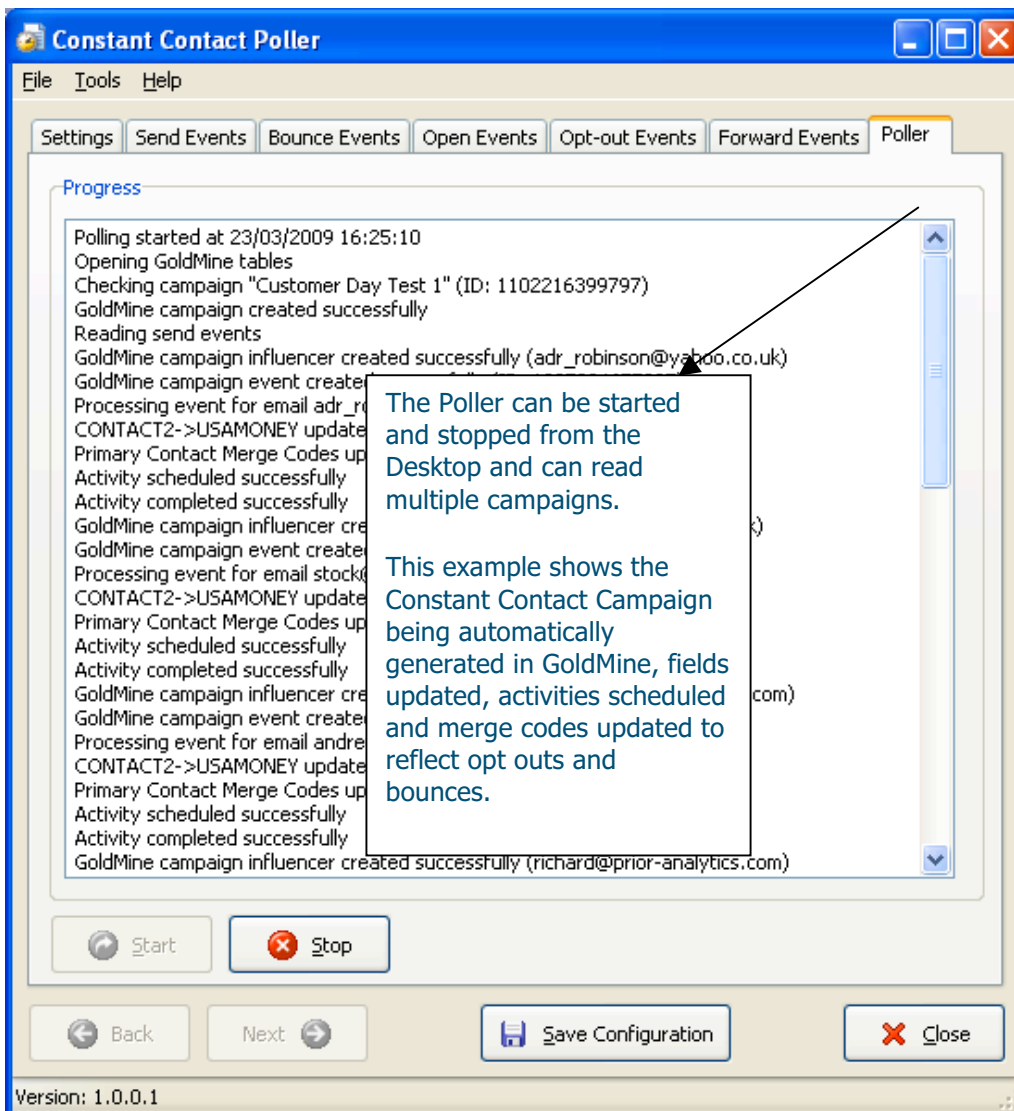
Update History and schedule activity based on what happens to the email -e.g. a Bounce Event shown here.

Track each campaign and measure its success from within GoldMine.

Update Fields and Details based on outcomes - e.g. BAD for bad details, NO to show Opted out contacts to comply with data protection.



- ◆ Your GoldMine data is automatically uploaded to Constant Contact - no more fiddling around with spreadsheets and exports.



Price - Per Network Installation

£995 each

Annual Maintenance & Support

Provides updates for one year

20% of software cost, includes 30 minutes of support time. A training workshop is recommended for those users who are new to marketing with GoldMine.

System Requirements

GoldMine Corporate Edition v 7 or higher

GoldMine Premium Edition v 8 or higher

Microsoft SQL 2000 or higher

GoldMine Corporate Edition v 6.7*

* can integrate with Activ-etrack but lacks some functionality