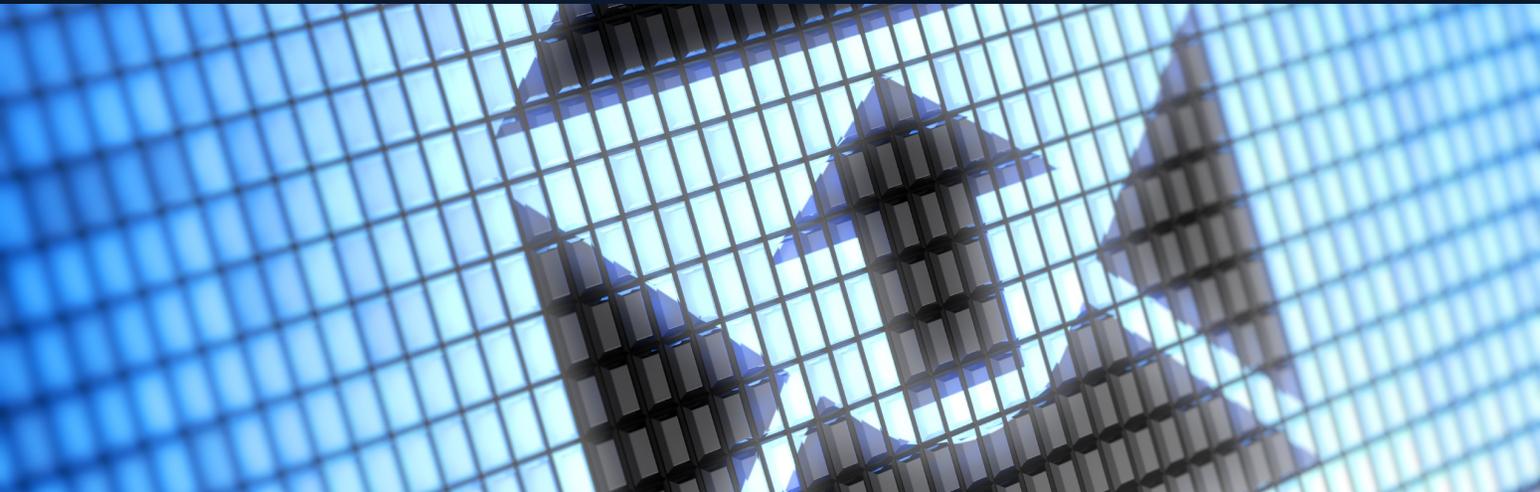




dotMailer Integration

Integrating dotMailer with business software



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By integrating dotMailer with business software you remove the need to update marketing lists, process unsubscribes in your CRM solution and manually create and send campaign reports. We can also automate campaign creation and distribution to business rules.

Orbis Software and its global partner community have collaborated to deliver the drag and drop functionality you need to quickly and simply integrate with dotMailer.

The Problem:

dotMailer is a powerful email marketing solution that is used worldwide but it still needs people to create or update marketing lists, process unsubscribes in a CRM system and manually create and send campaign reports for analysis. This takes time, is error prone and is an unnecessary employee cost.

The Solution:

The TaskCentre dotMailer Integration solution automates the flow of data between dotMailer and your business software. In short, it removes the costly administration from email marketing.



» dotMailer Integration

Synchronising marketing lists and unsubscribes

There is no denying the ROI dotMailer provides your company and it is one of your main lead generation tools. In fact, it is so fundamental to your business that you reluctantly conduct the costly and employee intensive process of list management and CRM unsubscribe updates.

TaskCentre will automatically synchronise your dotMailer marketing lists by a scheduled or database event. It will also write back all your campaign unsubscribes to your CRM system.

Automating campaign report distribution

Your campaign has been sent and you now need to manually create your open and click through reports. Furthermore, you also have to manually send the report(s) to your sales team for them to update the CRM system and set up follow-up activities. More administration for you and your company to absorb.

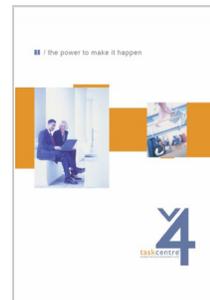
TaskCentre will automatically create and distribute open and click through reports and dynamically update your CRM system. Removing this administration allows your sales team to focus on the primary objective of sales.

Full email marketing automation to business rules

From time to time you need to run 'unplanned' email campaigns. Factors such as slow moving stock or pressures to cross sell/up sell all mean more email campaigns need to be processed by the marketing team. Yet, finding the time to run these unplanned campaigns can be difficult.

TaskCentre will automatically create and send dotMailer email campaigns based on data events you define e.g. slow moving stock. It will also update your CRM application with the results.

Want to learn more about TaskCentre?



TaskCentre Brochure

What is TaskCentre, how does it work and what will it do for your business? Find out today.

» Download Brochure

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