



DELIVER SUPERIOR CUSTOMER SERVICE WITHOUT THE HASSLE.

## Drive sales and improve customer retention.

### Easily Build Campaigns

#### Create logical steps

Compose your email steps, and then set time intervals between each email.

#### Copy and re-use campaigns

Choose to build campaigns from scratch or copy existing work-flows and edit with the easy-to-use editor.

#### Share campaign templates

Choose to share templates with members of your agency or sub-agencies.

### Keep in Touch

#### “Set it and forget it”

Add consumers on an individual basis, and let campaigns run in the background.

#### Add people to campaigns

As prospects and customers are worked, place leads not yet ready to buy on nurturing campaigns, and customers on cross-sell or up-sell campaigns.

#### Leverage multiple campaigns

Place long-time customers on cross-sell campaigns and send a yearly birthday e-card!

### Monitor Responses

#### Use EZLynx for Outlook

Identify a consumer’s campaign membership in Microsoft® Outlook along with his or her contact details.

#### Turn off completed campaigns

When leads qualify by responding to nurturing campaigns, remove them from campaigns in EZLynx for Outlook.

#### Run reports

See which campaigns are the most effective by running reports on completed campaigns.



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## ACCESSIBILITY

Web-based - no software to install or update



## DESIGN & CUSTOMIZATION

Email content customization

Auto-personalize emails with existing database fields (consumer's name, city, etc.)

Auto-personalize emails with sales personnel information (agent's name, phone number, etc.)

Add social media connections

Pre-built email campaign templates

Copy and re-use campaigns

WYSIWYG Editor



## RECIPIENT MANAGEMENT

Automatic removal upon consumer unsubscribe

Manage list membership in EZLynx

Manually choose list members to exclude



Define lists based on consumer data

## DELIVERY

Immediate delivery

Scheduled delivery for a future date



## TRACKING & REPORTING

All activities automatically logged in EZLynx

Monitor open and click rates

Export reports to Microsoft® Excel



## INTEGRATION

Build lists with customers and prospects from EZLynx Management System **SS**

**PP** This product is pay-per-use. Setup fees may apply.

**SS** This product is sold separately. Setup fees may apply.

