Sugar Constant Contact Integration Application Spec Sheet

Business email marketing software combined with Sugar now makes it easier to manage your email campaigns.

SugarCRM is the fastest growing CRM software package in the world. Constant Contact offers email marketing software that makes it easy to create and manage your email campaigns without the need for technical skills. These two systems working together can enable your sales and marketing team to reach levels of productivity that will elevate your business to the next level. No longer will your team have to manage multiple databases to reach your customer!

The FayeBSG SugarCRM – Constant Contact Integration Application offers you both a detailed and high level view of your marketing efforts. It allows the two software packages to "communicate with one another" by syncing accounts and contacts, email addresses, marketing lists, campaign results, individual email tracking, and removal results. The synchronization runs with the SugarCRM scheduler and can be set up to run when and as often as makes sense for your business. The FayeBSG Integration offers a cloud based integration, the only SugarCRM – Constant Contact integration that does not require a desktop application.

BENEFITS

• Eliminate double entry of contacts in Constant Contact

• Update marketing lists within SugarCRM

• View campaign results within SugarCRM

• Mass update marketing lists within SugarCRM

• View individual campaign results under each contact

• Keep a complete history of email results

• Create reports in Sugar from your Constant Contact results

• Create automated emails and workflow from your Constant Contact results

FUNCTIONALITY INCLUDES:

Add Contacts to Constant Contact within SugarCRM
With the checkbox – Sync to Constant Contact, your users can quickly and easily add contacts to your Constant Contact Database. Bring in all information including: Email Address, Company Name, Street Address, Phone number, etc. Any time you change information in Sugar, Constant Contact will update the new information as well.

Sync SugarCRM Contacts to Marketing lists in Constant Contact
This feature allows users to select which marketing list they would like each contact to be on within SugarCRM. The lists can be added and dropped from any contact and are synced to Constant Contact upon save.

Individual Email Results for each Contact
View how many opens, forwards, and clicks each contact has within their individual Sugar record. No longer will you have to go back and forth between software to know what your Contacts are interested in. Be prepared to answer specific questions, and discuss topics in which you know they have an interest.

Mass Update Marketing Lists within SugarCRM
Have a lot of contacts? Need to add them to multiple marketing lists? With SugarCRM's mass update function you can add multiple contacts to multiple marketing lists directly from the list view in Sugar. Add all your contacts to your marketing campaigns with one easy step.

Create Reports & Custom Workflow based on Constant Contact Results
With SugarCRM's reporting and workflow features, you can create reports and custom workflows based on custom fields and modules. With this integration, you can create reports and workflows based on the results of your email blasts from Constant Contact. Manage your opportunities and leads with real time results.

Use the SugarCRM Campaign Module to View Constant Contact Results
You will now have your Constant Contact email results within the SugarCRM Campaign Module. Give your entire marketing team the ability to view results and know where you're getting the most interest for each campaign you run. Have all the information you need in one convenient location. Know what campaigns are working for you and which are not.

Create Target lists automatically from your Constant Contact Marketing List
This feature allows you to view your Constant Contact marketing list directly in Sugar. Have an overview of all contacts on each list and have the ability to add contacts within the target list record. You also have the ability to remove contacts from a target list within the Target list record.

New to the View Status Section
Here you will have access to information such as, which recipient opened your email campaign, what links they clicked, even if they downloaded documents. Not only will you be able to view this information here, it is synced directly to the contact, so next time you pull up their information you will be able to see how they responded to your campaign.

NEW FEATURES

- Syncs the 'Click Thru' links from Constant Contact into SugarCRM so you can see who clicked through and what links they clicked on.
- Downloading and importing Constant Contacts, contacts into Sugar.
- Duplicate checking via Constant Contact import.
- Updated technology to allow for smoother synchronization of large lists.
- Synchronization of bounced emails.

Welcome to the software you've always wanted....

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Faye Business Systems Group is a technology consulting and software company that helps growing companies become more profitable by working with them to implement creative, innovative, and effective financial and business systems. Products currently include Sugar-CRM, Sage 100 ERP, Intacct, Acumatica, and a variety of award winning custom software solutions. Services include project management, software implementations, consulting, software development, training, and support. FayeBSG helps companies of all sizes run more efficiently, effectively, and profitably.

ALSO AVAILABLE FROM FayeBSG:

SugarCRM QuickbBooks Integration
SugarCRM Sage 100 ERP Integration
SugarCRM ShoreTel Integration
SugarCRM Authorize.net Integration
SugarCRM Intacct Integration
SugarCRM JIRA Integration