Faye Business Systems Group

SugarCRM – Constant Contact Integration Application

Spec Sheet

Overview

Sugar CRM is the leading open source 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 FBSG 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.
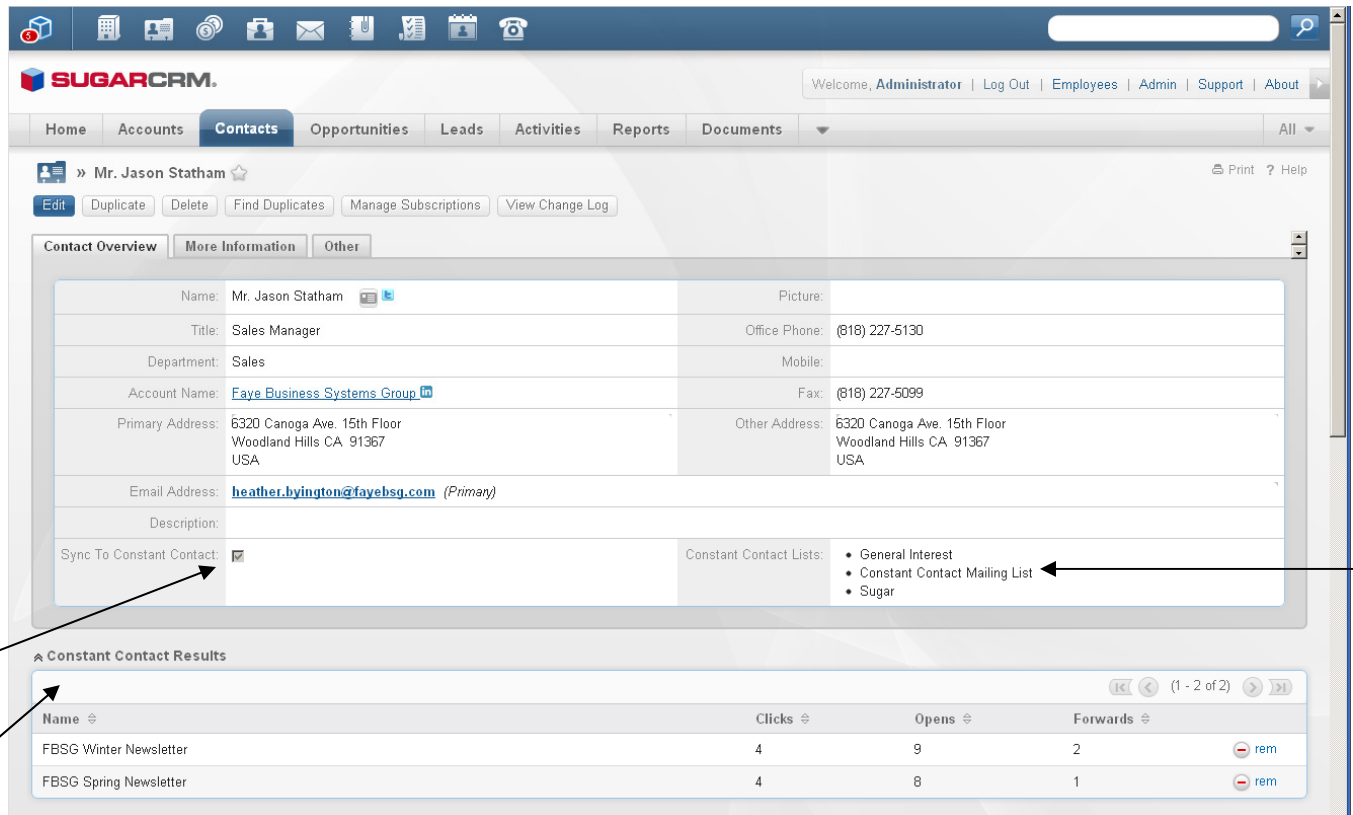
Key Benefits

- 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

SugarCRM and Constant Contact Integration

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.
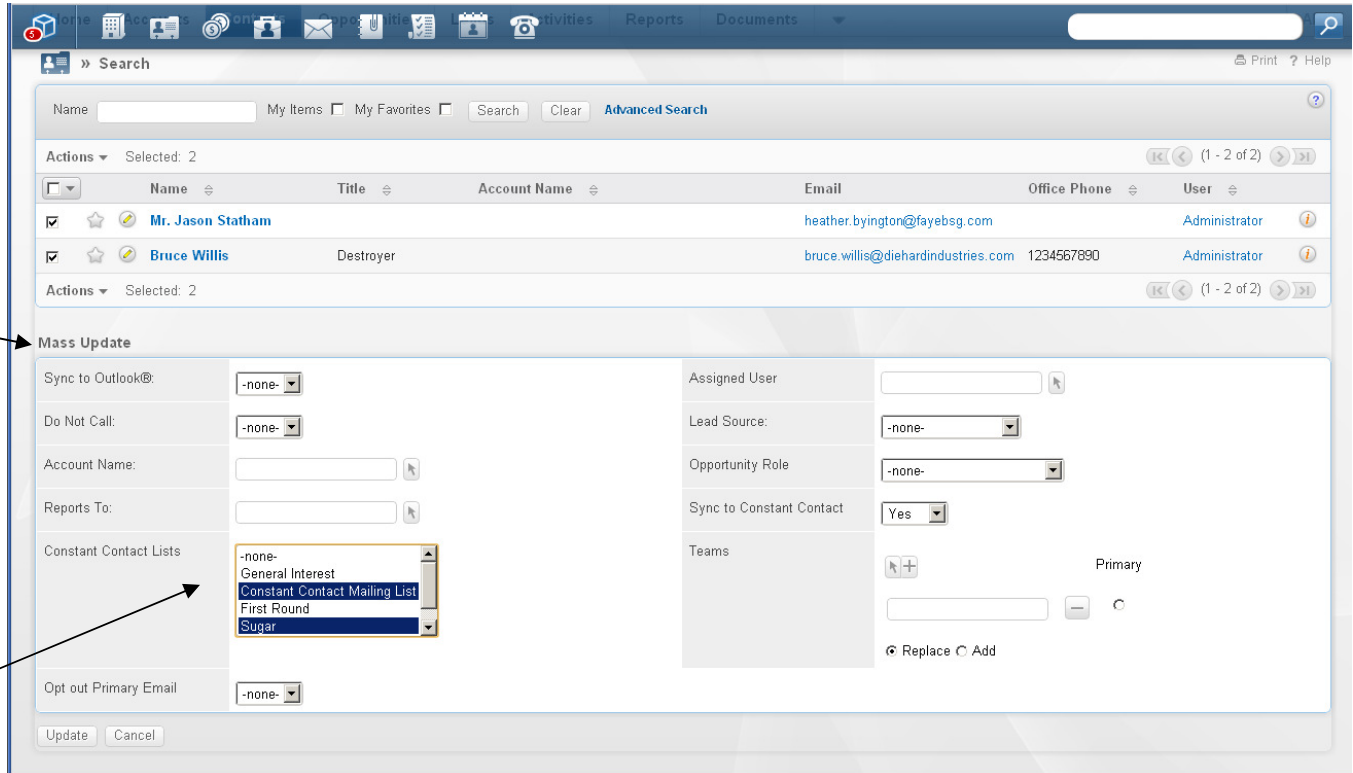
Individual Email Results for each Contact

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.

SugarCRM and Constant Contact Integration

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.
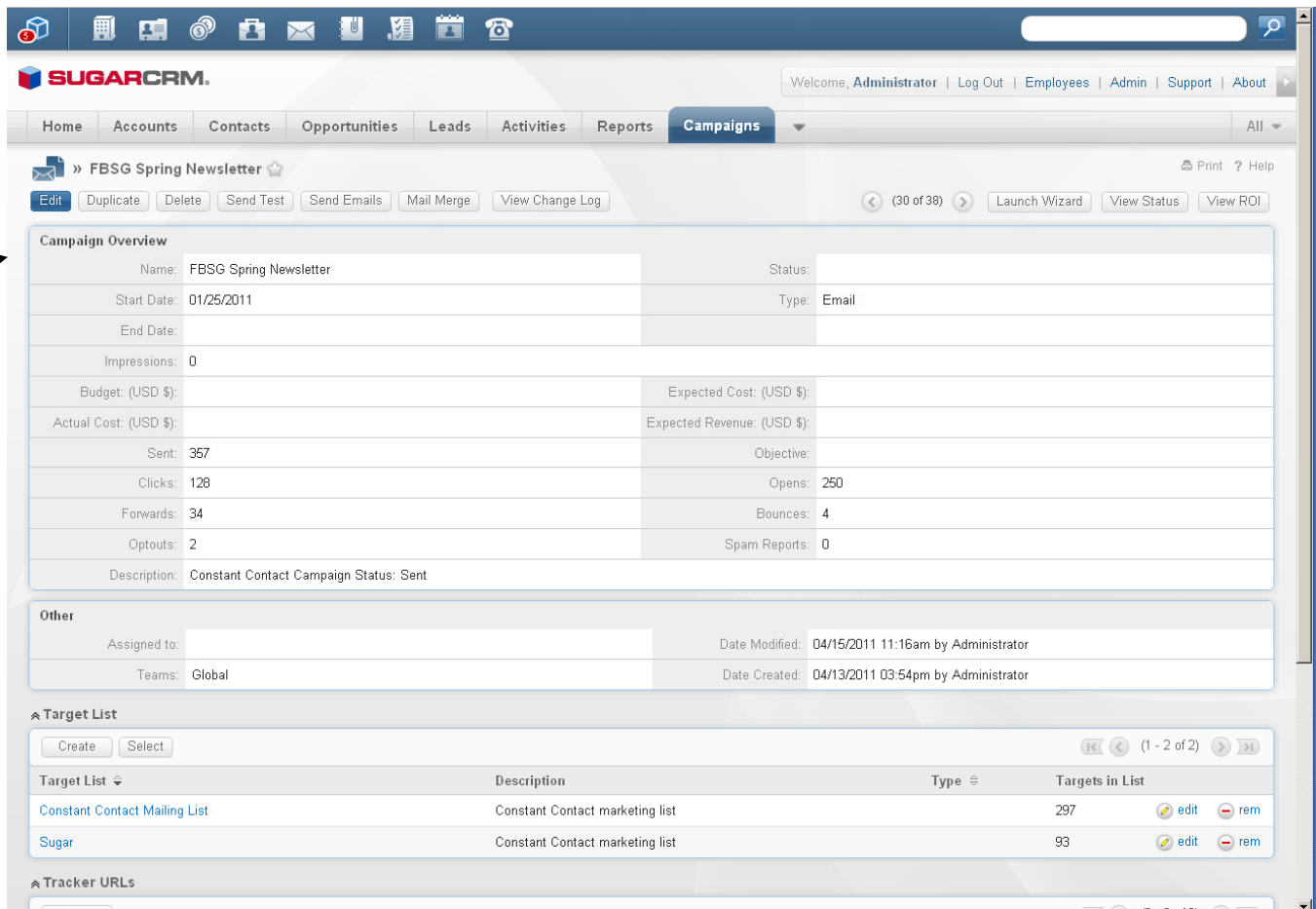

Create Reports & Custom Workflow based on Constant Contact Results

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.

SugarCRM and Constant Contact Integration

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.

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Compatibilities

This software is currently compatible with:

Constant Contact
SugarCRM v6.0
SugarCRM v6.1

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