

DATAACOR NEWSBREAKS

The "eChempax Product Features" Resource

eCHEMPAX & MARKETING

eChempax is the perfect tool for marketers to use to stay connected with customers and prospects. Marketers can build and manage mailing lists, develop marketing campaigns and analyze results. Additionally, using 3rd party email marketing services (ex. Constant Contacts, ReachMail, etc.) can provide greater analytics on how effective your email marketing efforts are doing.

EMAIL MARKETING

Email Marketing is a type of digital marketing that uses email as the marketing communication delivery method. It is used in a number of ways by businesses and marketers for brand and customer loyalty building, acquiring or converting customers, company advertisements, or for communicating promotional offers and more. Email marketing moves the conversation about your business to a more personal environment – the Inbox.

CREATING A MAILING LIST

Marketers can dynamically generate target contact lists for specific mailing campaigns using a variety of tools within eChempax Traveler. List can be segmented and built based on a combination of sources including purchased lists, prospects and contacts in eChempax, customer products, suppliers, products, notes, opportunities and personalized columns. For example, users can send a targeted email blast to a list of prospects that belong to a specific industry. **Note:** Step-by-step instructions for generating various contact lists in eChempax Traveler can be found in the eChempax Help.

UPCOMING TRADE SHOWS

Meet Datacor Representatives at upcoming industry trade shows.

March

- 20 - 22: 2016 AFPM - International Petrochemical Conference
- 20 - 22: PPC Spring Meeting 2016

April

- 4 - 6: NACD Southern Region Meeting
- 14 - 16: ILMA 2016 Management Forum
- 19 - 23: NACD Western Region Meeting
- 27 - 29: Ingredient Marketplace

Filter Prospects (Customer) list based on specific criteria.

The screenshot shows the 'Prospects' list in the eChempax Traveler application. The list includes columns for Company, Industry, Address, City, State, Zip, Phone, and Fax. A 'Group' dropdown menu is open, showing options for 'Company' and 'Group of Companies'. A red box highlights this menu with the text: 'Group Option: Displays contacts for a single company or group of companies.'

Company	Industry	Address 1	City	State	Zip	Phone	Fax
Brunel	Chemical	6 Southwood Dr.	Morris Plains	NJ	07960	(973) 540-6599	
DCC Chemical	Chemical	PO Box 1111	Seattle	WA	98111		
Enviro Systems	Chemical	123 REAL Street	Springfield	NJ	07999	(555) 555-8979	
Formica Coatings	Chemical	2200 West Mon.	Deerlar	IN	46753	(307) 929-9298	
Formula Boats	Chemical	18 Ashington R.	Far Hills	NJ	07931		
GH Chemical	Chemical	Hall of Justice	New York	NY	10001		

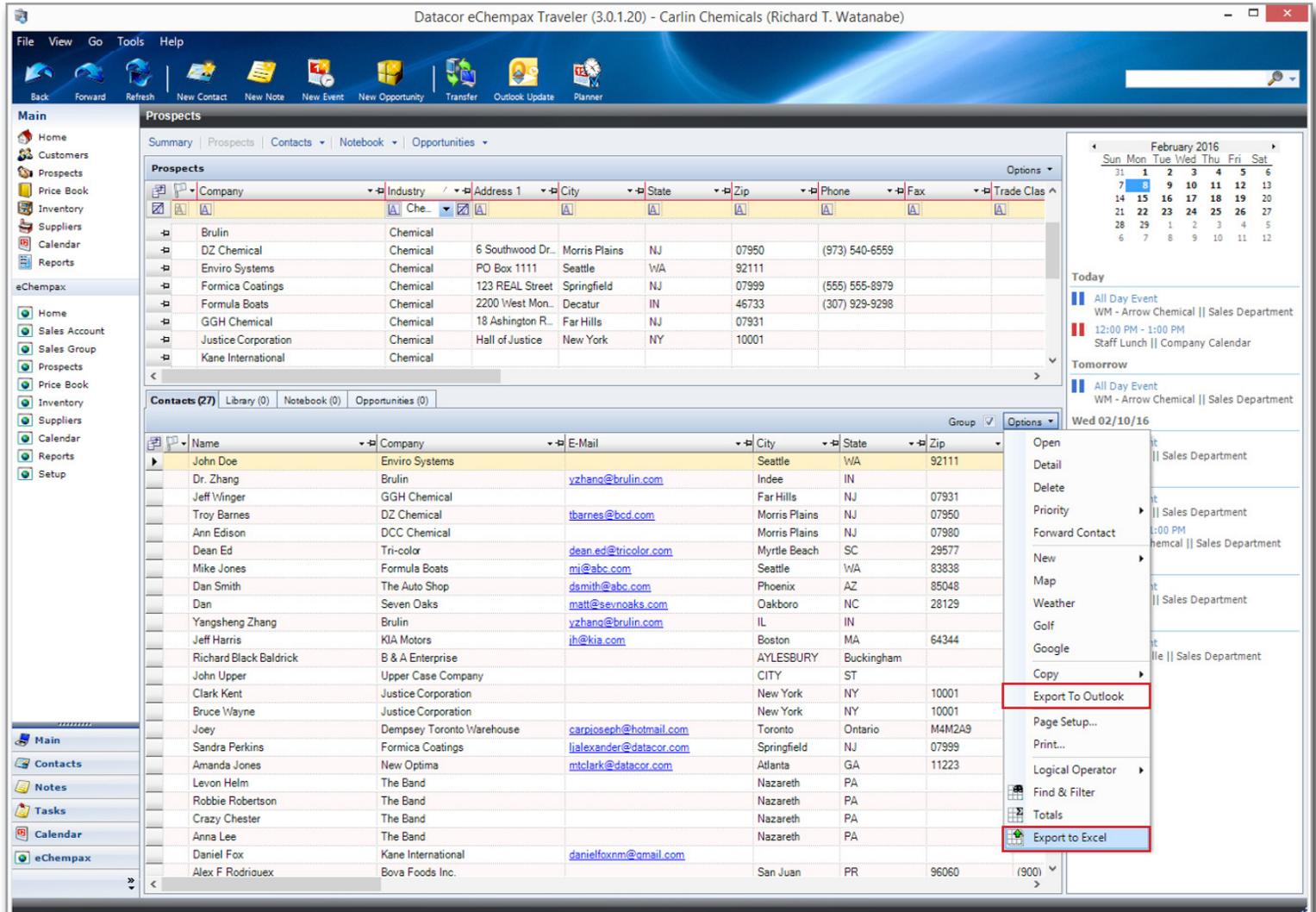
SAVE THE DATE

interAXions
CHEMPAX User Conference

May 11 - 13, 2016
Wyndham Hamilton Park
Hotel & Conference Center
Florham Park, NJ

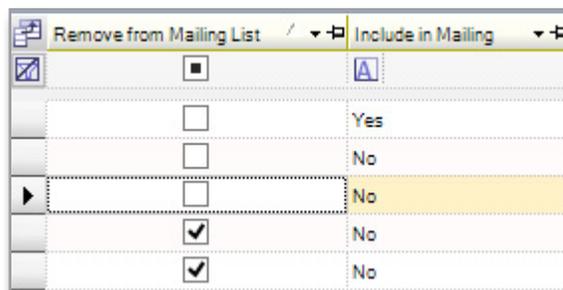
EXPORTING MAILING LIST

Once a mailing list is created, users can easily export the list to Outlook or to Excel that can be further manipulated and used for other email service providers.



MANAGING MAILING LISTS

eChempax Traveler is a tremendous tool for marketers to manage their mailing distribution lists. They can simply create new eChempax contact free fields "Remove from Mailing Lists" and "Include in Mailing" to be displayed and updated in the Traveler grid. Therefore, marketers can easily track contacts that should and should not be included in any mailing simply by updating contacts' records and filtering the data.



EMAIL MARKETING PLATFORMS

There are a variety of email marketing platforms (ex. Constant Contacts, Mail Chimp, ReachMail, etc.) that offer quick and easy tools to help you spread news about your company and bring in new customers in an efficient and reportable way.

REPORTING FEATURES

A major benefit of using an email marketing platform to create and send your email campaigns is the ability to gain better insight into the performance of your email marketing campaigns. These platforms provide reports, graphs and statistics to track the success of each campaign. You will be able to see how many emails were opened and even which links were accessed. The reports also let you know how many emails bounced, meaning they didn't reach their intended destination, and you can tell how many are still unopened. You then can use this information to increase the success of future campaigns as well as manage your contact lists in eChempax.

Recipients							Bounces			Opt-outs		
Tentative	Suppressed	Sent	Emails Delivered	Read	Open Rate	Total	Soft	Hard	Opt-Outs	Spam Reports		
29,443	175	29,268	28,996	11,098	38.27%	272	260	12	39	1		

▼ Summary By List

List Recipients							Bounces			Opt-Outs		
List Name	Subscribers	Suppressed	Sent	Delivered	Read	Open Rate	Total	Soft	Hard	Opt-Outs	Spam Reports	
Newsletter	22	0	22	21	12	57.14%	1	1	0	0	0	
Newsletter 1	26,847	1	26,846	26,634	9,812	36.84%	212	200	12	38	0	
Newsletter Authors	1,587	2	1,585	1,564	952	60.87%	21	21	0	0	1	
Subscribers	987	172	815	777	322	41.44%	38	38	0	1	0	
TOTALS	29,443	175	29,268	28,996	11,098	38.27%	272	260	12	39	1	

▼ Tracked Links (HTML version)

Advertiser	Views	Clicks			
		Total	Unique	%	
--None--	11,098	15	12	0.11%	
--None--	11,098	25	17	0.15%	
--None--	11,098	19	16	0.14%	
--None--	11,098	24	12	0.11%	
--None--	11,098	16	13	0.12%	
--None--	11,098	126	110	0.99%	
--None--	11,098	15	12	0.11%	
--None--	11,098	29	27	0.24%	

▼ Forwarded Emails using "Forward-to-a-Friend" link (by List)

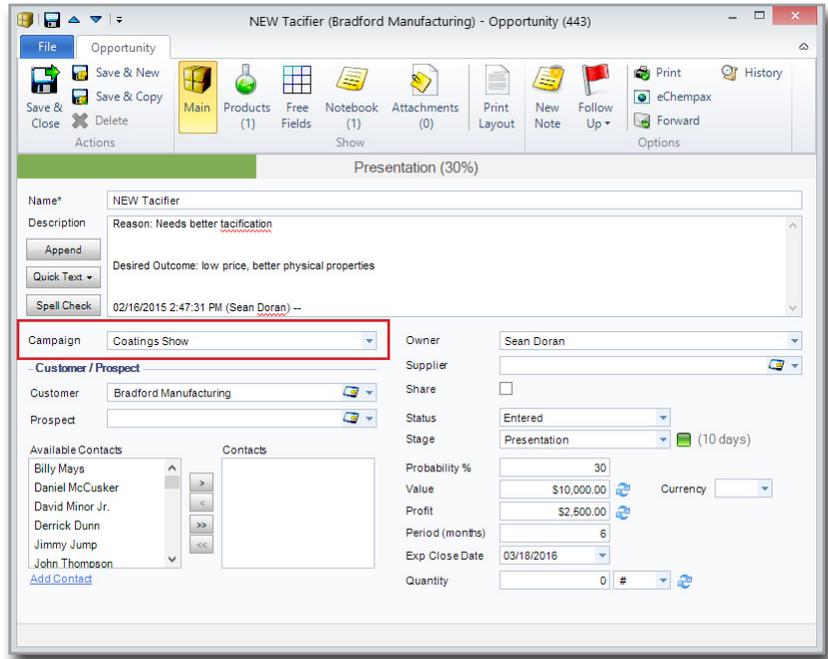
List Name	Forwarded by Email	Facebook	Twitter	LinkedIn	MySpace	Google+
Newsletter	12	0	21	1	0	2
Newsletter Engaged	38	17	0	0	0	0
Newsletter Premium	21	2	0	13	0	0
Subscribers	12	29	0	0	0	0

▼ Social Media - Opens and Clicks by Social Network

	Total	Facebook	Twitter
Reads	17	0	17

MARKETING CAMPAIGNS

The Campaigns feature links opportunities to specific marketing campaigns. Therefore, marketers are able to better track and analyze the progress and effectiveness of their various marketing campaigns.



CAMPAIGN PROPERTIES

The Campaign Properties allows users to define the scope of a marketing campaign. Additionally, it provides users the ability to monitor and track the progress of each campaign.

Captures data elements that may not otherwise be defined with standard eChempax.

Links opportunities, notes contact lists, brochures, emails, and other files associated with this campaign.

Total number of unique contacts and companies connected with this campaign.

Overview snapshot of the campaign's success.

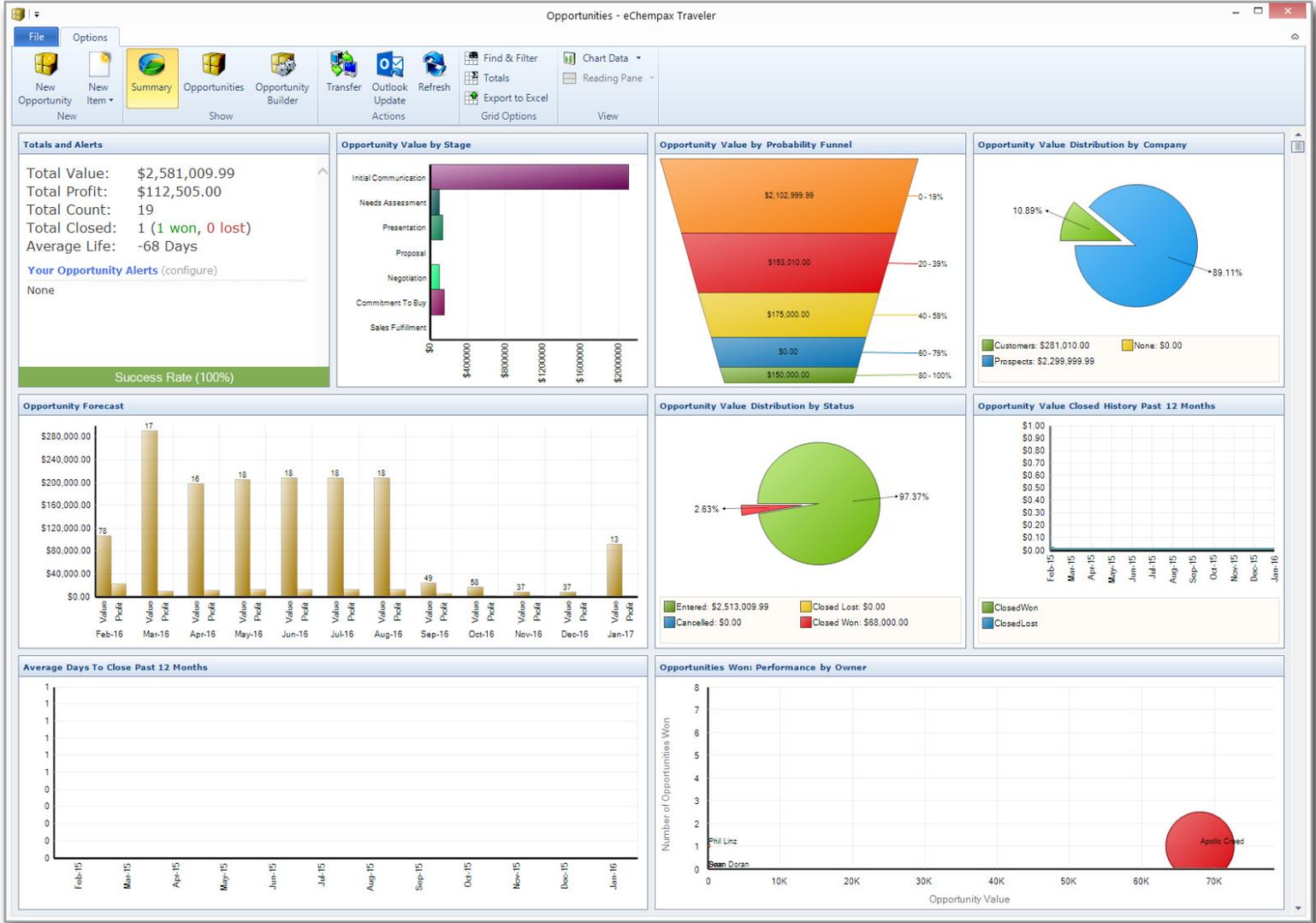
	Count	Value	Profit	Avg. Life
Open	16	\$2,130,000.00	\$543,005.73	
Closed Won	3	\$450,000.00	\$130,000.00	292
Closed Lost	2	\$700,000.00	\$20,000.00	300
Cancelled	1	\$0.00	\$0.00	
Total	22	\$3,280,000.00	\$693,005.73	295

Response Rate		E-Mail Response Rate	
10 %		11 %	

Success Rate	
60 %	

CAMPAIGN ANALYSIS

The Campaign Analysis feature allows marketers the ability to further analyze the effectiveness of each marketing campaign. Therefore, marketers will have better understanding on how each campaign is performing and see what opportunities eventually turned into deals.



CONTACT US

Datacor, Inc.
 25 Hanover Road, Bldg. B, Ste. 300
 Florham Park, New Jersey 07932
 T: (973) 822-1551 | F: (973) 822-3976
marketing@datacor.com | www.datacor.com

ANY QUESTIONS?

If you have any questions regarding eChempax Traveler & Marketing please e-mail echempax-support@datacor.com.

Follow Us:

