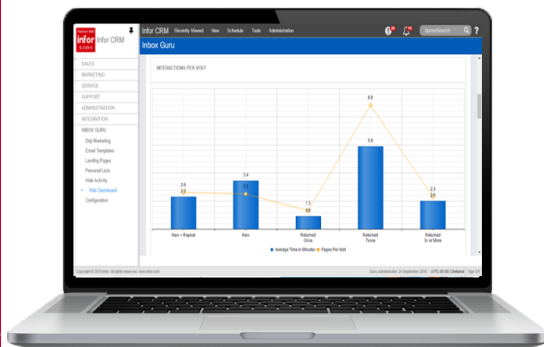
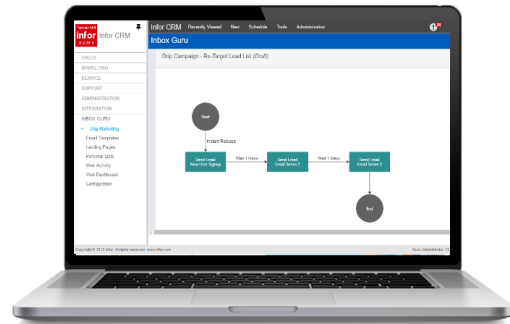




Native Marketing Automation For Infor CRM

What is InboxGuru?

InboxGuru is an Email Marketing and Marketing Automation solution built natively for Infor CRM and is designed to leverage the powerful list capabilities of Infor CRM while adding enhanced marketing functions such as drip-based email marketing, lead scoring and lead management and lead capture forms.



Web Activity Dashboard

Key Features

- Fully integrated email marketing
- Leverages Infor ad-hoc and dynamic groups
- Easy to build multi-step drip email campaigns
- Lead capture and web forms integration
- Pre-built lead scoring
- Website visitor tracking and web analytics
- Lead management and lead alerts
- Supported Infor CRM Versions— 7.5.4, 8.2, 8.3

Benefits of the system

- Built 100% inside of Infor CRM
- Sales and marketing plan, execute and align on prospect and customer communications
- Easily track campaign activity inside of CRM
- CRM-driven campaign content, including ERP and extension tables
- Leverage data and data changes in CRM to drive campaigns
- More personalized campaigns lead to higher response rates
- Send the right communications, for the right reasons, at the right times
- Simple email design means less training and support required to master the system

Real-time lead/contact web activity view

