



# InboxGuru

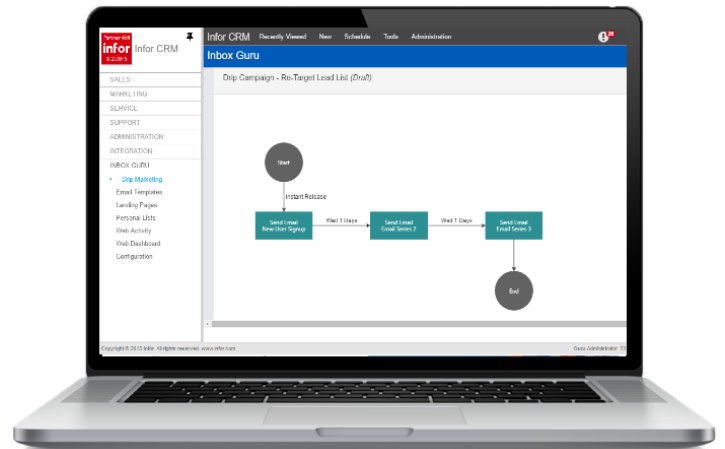
## Nurture Marketing With InboxGuru

### Drive engagement and conversion with nurture programs

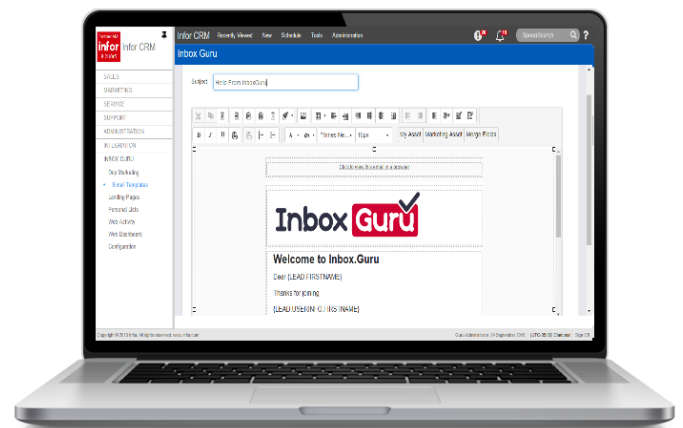
One of the most significant advances for B2B and B2C marketers in recent years has been the development of advanced drip and nurture-based email marketing programs. All too often, marketers have failed to get the value out of these solutions because of difficulty of use and lack of integration with the source data necessary to drive these campaigns. With InboxGuru, users can create 1 to 5-step campaigns in varying time intervals based on changes to CRM data in lead, contact and account records.

### About the solution

- Built as a 100% native app for Infor CRM
- Allows for 3 types of email campaigns (Bulk, Drip and Nurture)
- All fields in CRM database may be used as merge fields in email to create highly personalized, relevant messages
- InboxGuru leverages the complete Infor CRM database as it's email marketing database. There is no external database to manage and no data syncs to worry about
- Changes in CRM fields (lead, contact, account, product...etc.) can trigger fully automated nurture programs, auto-responders and transactional emails
- Email metrics and lead/contact activity are automatically appended to records in CRM



Multi-Step Drip and Nurture Designer



Simple email designer that is easy to learn and master