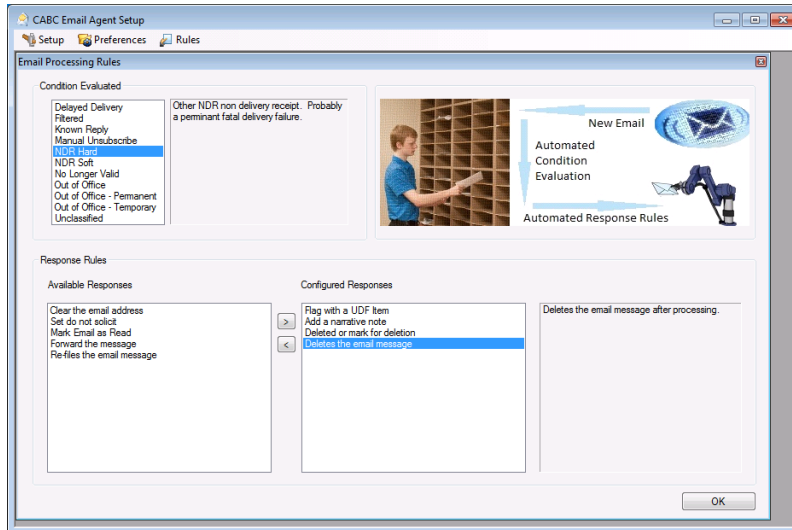


CABC Mail Agent for Maximizer CRM



Complete automated campaign email reply processing

“Design to save you hours of manual effort”



New Version for 2014! Now with:

- ★ Improved email content recognition heuristics
- ★ New classifications for better response management
- ★ Management statistical reporting

CABC's Mail Agent takes the pain out of processing everything that comes back in the email after an email campaign. It automatically reads the new email replies as they arrive classifying every message. The Agent then carries out a series of pre-determined actions for each email that you would otherwise have done by hand. Mail Agent uses a set of **rules designed by you** therefore the **response to each type of reply is just what your business needs**.

With Mail Agent only a small percentage of your replies will need further checking and most of these will be the ones of interest to your sales team!

Cut down on hours of wasted time – Mail Agent does the tasks you hate! With Mail Agent your database is automatically tidied-up after every campaign and your bounce rate will fall.

- Matches replies to campaign subscribers
- Re-files or deletes reply emails after checking
- Adds notes in Maximizer
- Updates Do Not Solicit
- Cleans out dead email addresses
- Counts replies and Bounces
- Forwards leads to you sales team
- Finds new contacts in replies
- Flags last email result in a UDF
- Processes manual unsubscribe requests
- Deletes contacts or marks contacts for deletion in Maximizer
- Sends Acknowledgements

Call us for further details or watch the video at :

<http://www.maximizer.uk.com/add-ons/mailagent.htm>

Requires Maximizer CRM Group or Enterprise Version 12 or above.

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