

Email Marketing: CRM Integration

eLawMarketing

Integrate Your CRM Application

More and more firms are deploying Customer Relationship Management (CRM) solutions to manage their client relationships. Our open Application Programming Interface (API) allows clients to integrate our email application with an internal CRM application, and transfer data back and forth using remote procedure calls.

What are the benefits of integration? Our API eliminates the need for manual exports and imports of subscriber and campaign data. Instead, in real-time, clients can:

- Pass **subscriber data** from their CRM application to their email marketing application
- Pass **campaign data** from their email marketing application back to their CRM application

Integrate Your CRM Application

- **Flexible toolsets**
We support both XML and SOAP integrations
- **Implementation Expertise**
For firms with in-house programming expertise, we offer a comprehensive guide to our API, and backup support to address any questions. For firms requiring outside assistance, we have a team of specialists ready to implement integrations from start to finish.
- **Collaborative API Developer Forums**
A firm's in-house programmers can participate in our collaborative API development forum where developers share "best practices," code samples, flow diagrams, and more.
- **Productized Integrations**
For firms using **Salesforce.com** or **Microsoft's Dynamic CRM**, we offer a fully integrated solution that, among other benefits, allows users to launch and track email campaigns directly within the Salesforce.com and MS CRM interfaces.

Schedule a Demo Today

To schedule a demo of our email marketing application, and learn more about our CRM integration toolsets, please contact us today at 866.833.6245 or sales@elawmarketing.com.

Integrate Using Our API

We offer real-time integration between leading CRM packages and our email software application using an open API that employs remote procedure calls to transfer data back and forth between two applications.

