

MONO CRM

Mono CRM enables SMBs to base their online marketing efforts, such as targeted email marketing campaigns, on data collected from website visitors.



AUTOMATED DATA CAPTURE

The ability to save and manage customer data is essential to growing an SMB's business. Mono CRM allows the SMB to capture visitor data in a searchable database and log important website user interactions for those visitors. This data can be used to create specific user groups that can be used to plan and execute targeted marketing activities. It is possible to manage individual user details, add customer-specific notes and view engagement in the user activity stream.

PASSWORD PROTECTED AREAS

With password protected pages, SMBs can build web pages or sections for a dedicated audience. Webpage access can be set for individual users or user groups. This ensures exclusive access and the opportunity for SMBs to share special offers and information with specific customers or partners, such as a dedicated section for retailers and another section for VIP customers.

NEWSLETTER PROMOTIONS

SMBs can use the email marketing feature for special offers, promotions and product updates to target a specific user group, such as prior webshop customers or an industry segment. Newsletters can help increase website visits, e-commerce sales, or in-store visits by offering their customer base favorable promotions and exclusive news on a regular basis.



FEATURES

Mono CRM includes the following features:

- ▶ Add, manage and delete users & user groups
- ▶ Bulk import users from Excel
- ▶ Add notes to individual user
- ▼ View user activity stream (paid feature):
 - ▶ Newsletter subscriptions
 - ▶ E-commerce purchases
 - ▶ Web form submissions
 - ▶ Access to password protected areas
- ▶ Manually add activities to the log (paid feature)
- ▶ Download activities as a .CSV file (paid feature)
- ▶ Create, test, send and delete newsletters
- ▶ View newsletter statistics
- ▶ Store and manage data collected from forms
- ▶ Export saved form data
- ▶ Build password protected web pages
- ▶ Login module

HOW IT WORKS

CRM allows website owners to access and manage their business and customer relationships, data and information for different sales and marketing processes all from a native and user-friendly customer database within the Mono Editor. As part of the CRM tool SMBs can use the native email marketing feature to create and send email campaigns to dedicated user groups.

TECH. REQUIREMENTS

- ▶ There are no contract requirements for Mono CRM Intro.
- ▶ For the paid subscriptions (Mono CRM and Mono CRM Premium), it is required to be included in the contract. If it is not in the existing agreement, an amendment can be written to include the Mono CRM add-on in your contract.
- ▶ If Mono CRM is purchased as an add-on to an existing subscription, the Mono CRM subscription period will be asynchronous with the site subscription.

SUBSCRIPTION TYPES

The Mono CRM Intro subscription is free and included in all website subscriptions and allows for up to 5 sent emails/month. Upgrade to a paid subscription to send out greater amounts of emails and to view the user activity stream:

- ▶ Mono CRM Intro (Free): Send up to five emails/month
- ▶ Mono CRM: Access to user activity stream and send up to 1,000 emails/month
- ▶ Mono CRM Premium: Access user activity stream and send up to 5,000 emails/month

CONTACT

For more information, please contact your Partner Success Manager or send a mail to sales@monosolutions.com