

CRM SmartMap™:

Boost Sales and Market Penetration with CRM Mapping

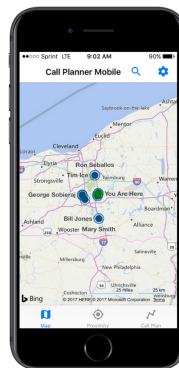
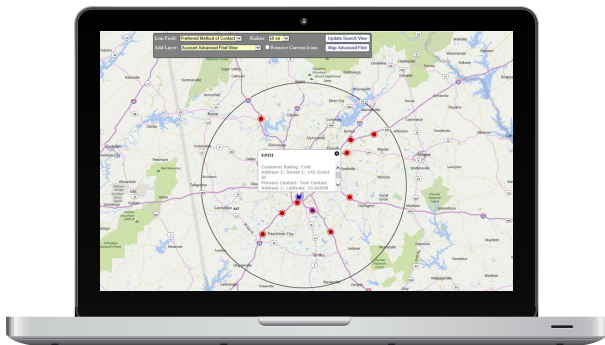
A picture is worth a thousand words, especially when gleaming insights and value from your CRM data. By visualizing sales call planning and market potential, it's significantly easier to build successful sales and marketing campaigns that engage your best prospects and increase sales and market penetration.

CRM SmartMap is designed to do just that. At the individual level, CRM SmartMap increases productivity through time and travel management. Road warriors can create more focused and efficient itineraries that allow them to set more appointments with strategically important customers and prospects.



MAPPING YOUR ROAD TO SALES AND MARKETING SUCCESS

- Visualize and apply strategic insights to sales and marketing
- Optimize travel planning and efficiency to accomplish more
- Increase penetration of sales territories
- Create targeted, more powerful marketing campaigns to unlock new opportunities
- Find and connect with qualified leads, in and outside CRM
- Strengthen customer retention with strategic accounts
- Drive CRM adoption for more complete data



CRM SmartMap takes a dynamic, visual approach to boosting sales, deepening market penetration, and optimizing travel planning and efficiency

THE CRM SMARTMAP SOLUTION

CRM SmartMap boosts efficiency and revenue growth by bundling three powerful modules into one street-smart solution. From identifying key targets and maximizing the value of sales territories to streamlining travel time with detailed driving instructions and locational intelligence, the application promotes profitable best practices and adoption of CRM.

■ CRM SmartMap Desktop

Develop strategic and efficient travel itineraries before you hit the road. Improve your chances for success by dynamically filtering your CRM data and identifying the most advantageous opportunities. All the information you need is in a single map with point roll-over and drill-down capabilities.

■ CRM SmartMap Mobile

Improve on-the-road productivity with a CRM mapping and prospecting tool that delivers sales-focused insights to mobile phones and devices. Quickly identify contacts and opportunities around a current location to optimize time and effort. A powerful addition to your mobile sales and service strategies.

■ CRM Geocoder Plus

Foundational to CRM SmartMap is our CRM Geocoder Plus utility, which provides the locational intelligence for accurate maps and driving directions. It assigns precise latitude and longitude values to addresses in your CRM database, and stores them for rapid retrieval whenever maps are created.

CRM SmartMap Marketing (Coming Soon)

Develop your market potential with the CRM SmartMap Marketing. Sales managers, marketers, recruiters, and event planners can boost sales with targeted campaigns and improved data understanding. Take advantage of these intuitive planning tools that simplify complex analyses and enhance your understanding of market share and opportunities for growth.

■ CRM SmartMap Marketing

Improve outreach and create targeted, more powerful marketing campaigns by visually depicting the potential of any geographic area. Flexible queries based on your choice of fields create robust maps that facilitate segmenting, evaluating field capabilities, and building marketing lists that improve market penetration.

UNLOCK YOUR SALES AND MARKETING POTENTIAL

Contact InfoGrow to learn how CRM SmartMap makes it easy for sales and marketing teams to visualize, interpret, and share business intelligence across your organization. We'll show you how our exciting mapping technology can encourage user adoption while boosting insights, profits, and productivity.

ACCELERATING PROFITABILITY THROUGH EXCEPTIONAL CUSTOMER ENGAGEMENT

InfoGrow has over 27 years of experience delivering mapping and technology solutions that help companies boost their sales, service, and marketing effectiveness through better decision making.

We help our clients identify their best prospects, discover missed opportunities, focus on their most profitable accounts, and reduce marketing waste. Count on InfoGrow to support your efforts to find more customers and keep the ones you want.

Contact us today to learn how CRM SmartMap and our CRM, marketing automation, and membership and event management solutions can improve productivity, streamline processes, and close more deals.



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