SigParser

Turn your email into contacts

The problem

The promise of a CRM systems is they will be a 360-degree view of the customer.

They typically fail to meet this goal. Either no one manually enters the contacts or the data becomes stale and not updated on a regular basis

Solution

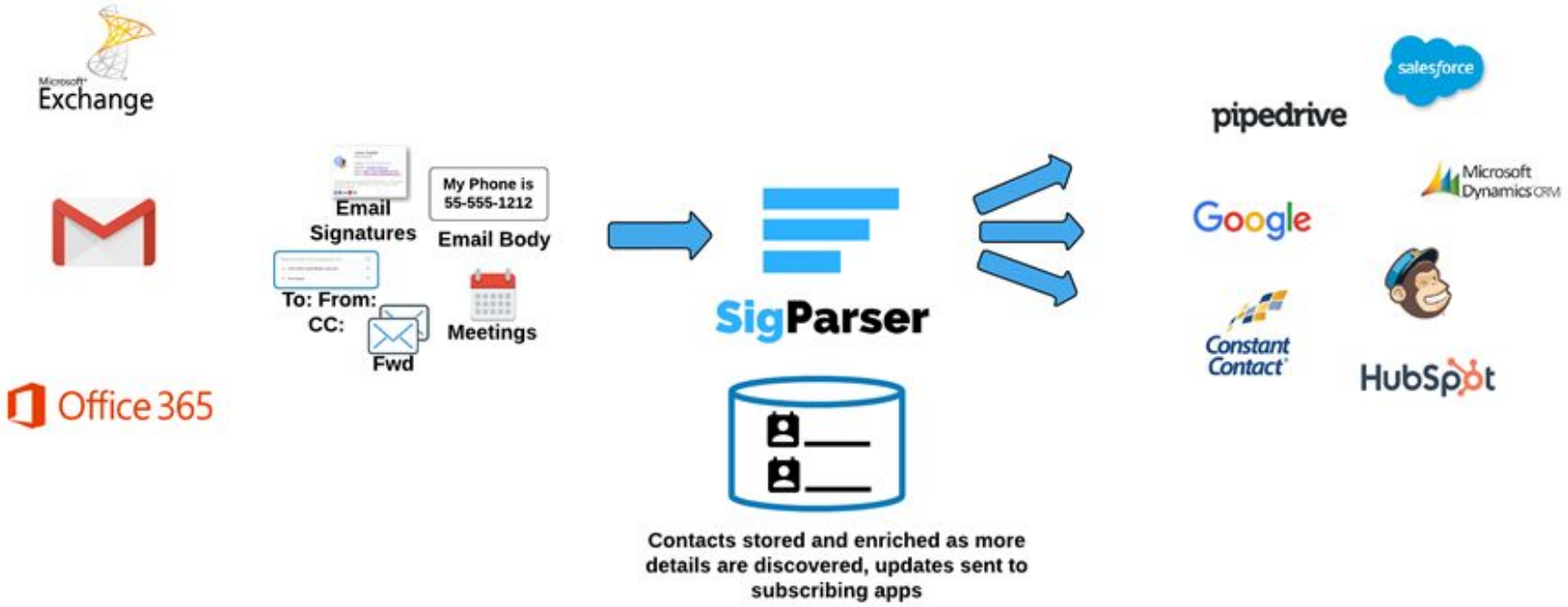
Use the best database of contacts your company has:

Every day members of your team interact with prospects, clients and past customers over email.

Each of these interactions likely has contact information either in the body of an email or in an email signature.

This includes names, email addresses, phone numbers, addresses, titles and social media profiles.

SigParser Parser Solution Overview



Value By Role

Sales Rep

- Avoid manual data entry
- Contact search (contact details, location)
- Territory transitions (what the last rep did)

Sales Management

- Activity metrics (productivity & documentation)
- Account updates in real time

Support/Success

- Find other contacts when primary has left
- Easily see account engagement history

Marketing

- Field marketing events (contact by location)
- Account based marketing
- *Futures - Tags (competitors, key words)*

Use Cases

Automated Data Entry

Automatically capturing contact details from email ensures CRM data is accurate

Sales Team Metrics

See sales team member activity metrics by contact and by account to coach territory development activity

Contact Search

Easily find contact info, location data, or search by multiple parameters to create a list

Employee Turnover

Automatically capturing data ensures smooth rep turnover or territory transitions

Account Based Marketing

Slice and dice contact engagement to identify targets to engage in ABM efforts

Account & Contact History

Easily see what meetings and emails have been exchanged with customers and employees

SigParser can automatically capture...

What...

- Email addresses
- Names (first and last)
- Addresses
- Phone Numbers
  - If no address, the country code or area code is converted to a location.
- Job Title
- Social media links (Twitter, LinkedIn)

Where

- Email Signatures
  - The part at the end of emails. Almost all business communication has them.
- In the body of an email
  - “My phone number is 333-444-5555”
  - “When you’re free call me at 333-444-5555”

When

- Everyday SigParser checks for new emails
- In the past with historical email extracts
- Email archives (PST files)

Customer Success Story (Safety Equipment Distributor)

- Customer distributes safety equipment for construction industry
- 20 sales people between inside sales and sales managers
- Challenge: Customer CRM and people weren’t adding contacts, customer wanted better contact list for marketing purposes
- SigParser Found: 24,000 contacts (8,000 not in CRM, 3,000 very important customers)
- Now using new contact data to cross promote products with customers

Customer Success Story (Systems Integrator)

- Newly acquired company trying to consolidate all the contacts
- 26 email accounts (historical extracts on most)
- 527K emails
- SigParser discovered…
  - 27,000 Contacts
  - Only 6,300 were already in the CRM system
  - 13K phone numbers
  - 7,000 titles

POC Process & Timing

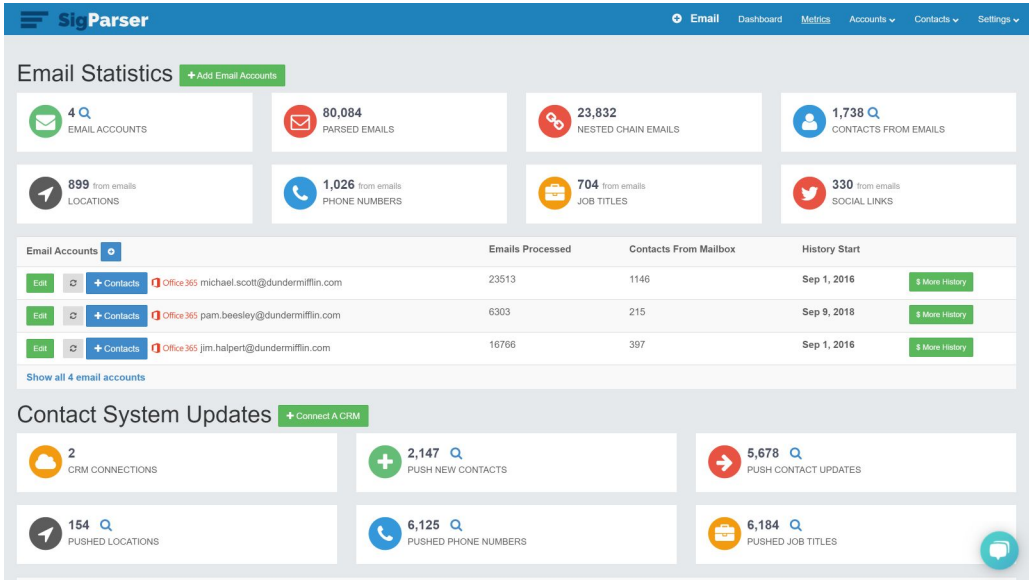
Setup Process

- (30 mins) Connect email accounts and users
  - If you're connecting tens or hundreds of mailboxes, you'll need to setup delegated email access for Google or Office 365.
  - Configure teams and roles.
- (15 mins) Connect CRM
  - During a trial we won't update a CRM, it's read only
  - We will show the delta between what we found and what is currently in your CRM
- Data processing should be complete within 24 hours
- Viewing results
  - You can start seeing results as soon as you connect your email account. It's better to wait to sync until all the email scraping is completed.

Screenshots

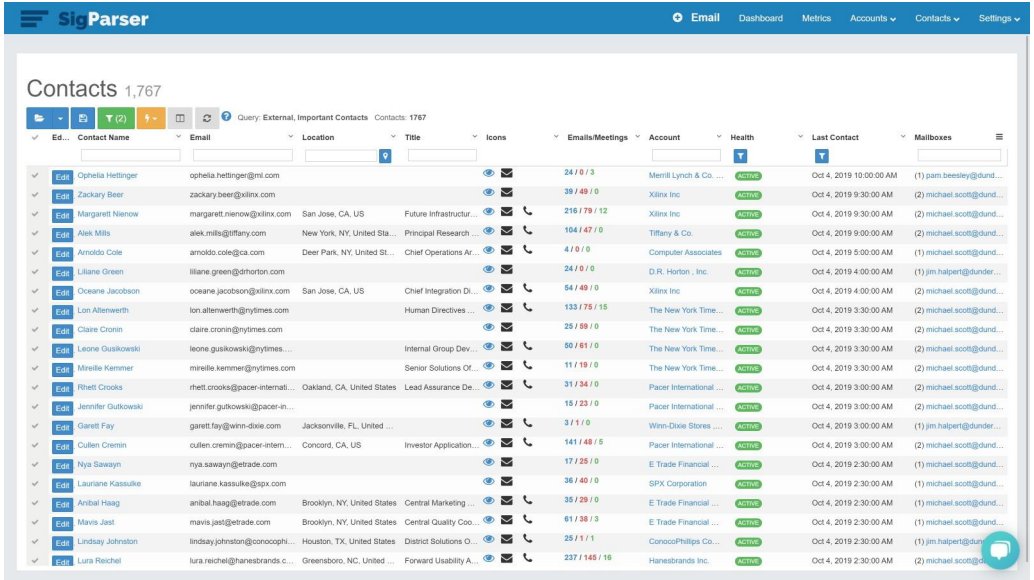
Easy to see what SigParser found

- Dashboard makes it easy to see what SigParser has done
- See what it has discovered
- See what it has pushed to other systems

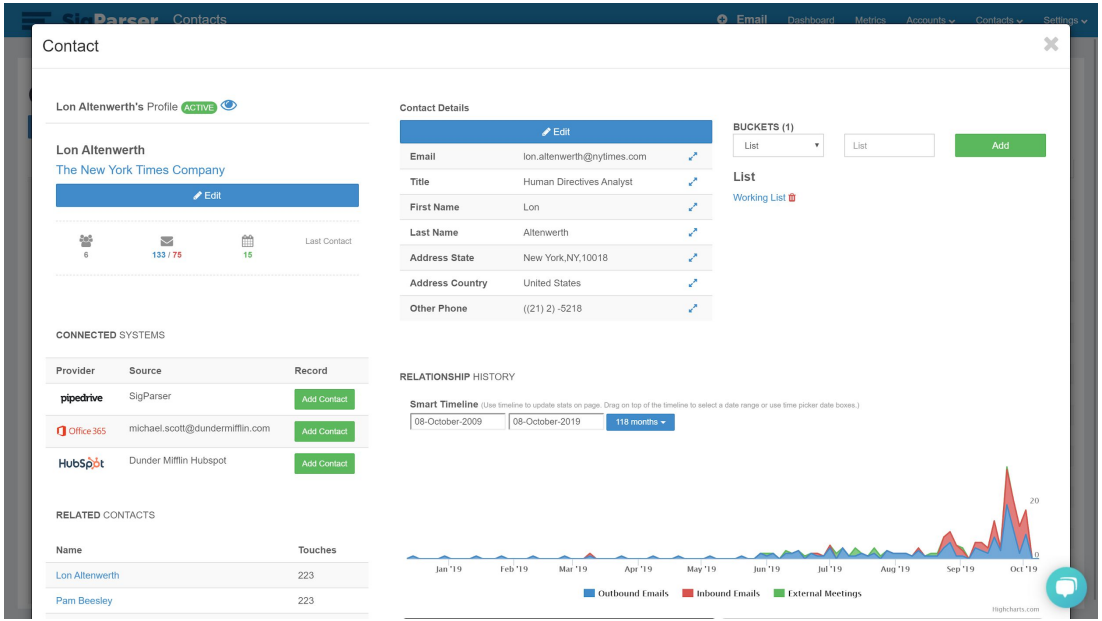


Search for Contacts On Any Field

- Filter contacts using column headers or build advanced AND and OR queries. Save filters for reuse.
- Perform actions on contacts like export, mass editing or tagging/bucketing contacts.
- View health of contacts based on the last interaction date
- Reorder columns with drag and drop



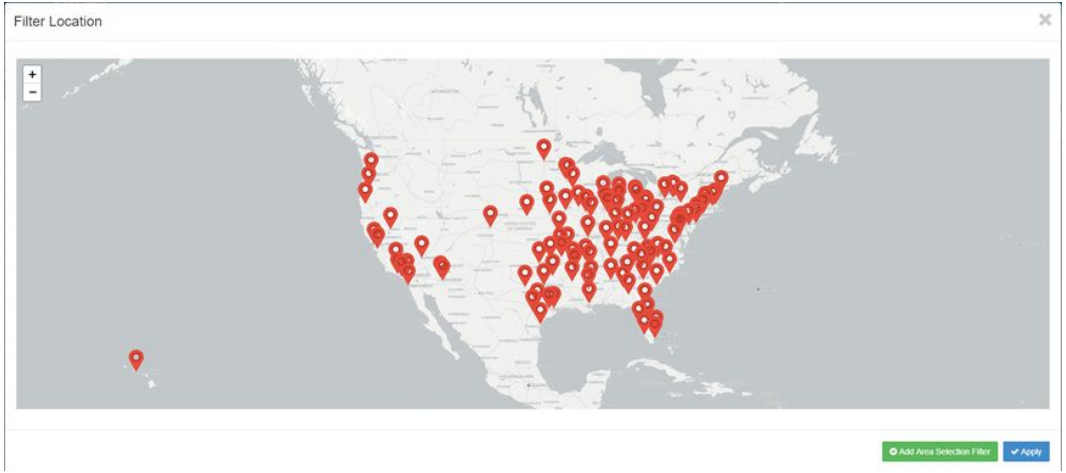
Detailed contact history for every contact



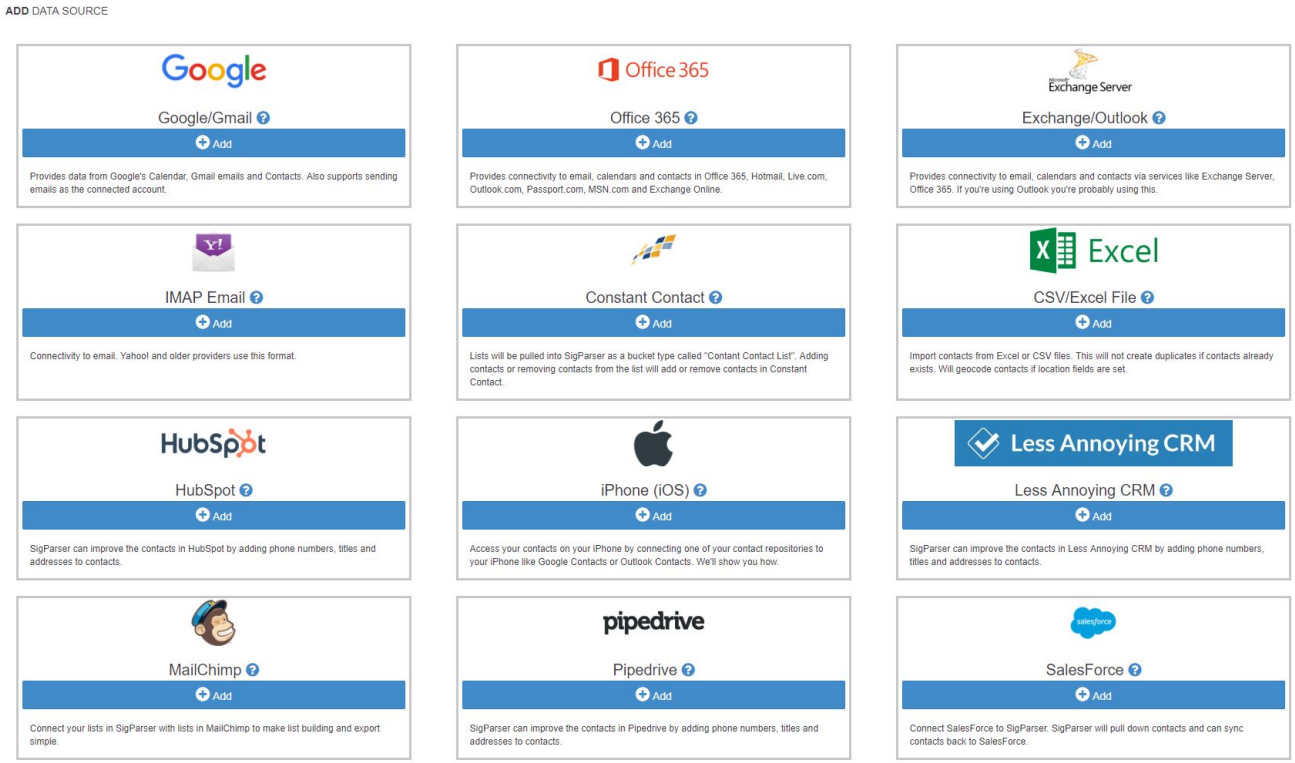
- Add contacts manually instead of automatically to your CRM system
- Set tags/buckets for contacts
- View a timeline of interactions for the contact
- View related contacts to this contact

Filter by Location to Create Lists of Contacts

Use a map view to target contacts in specific location for meetings or field marketing events

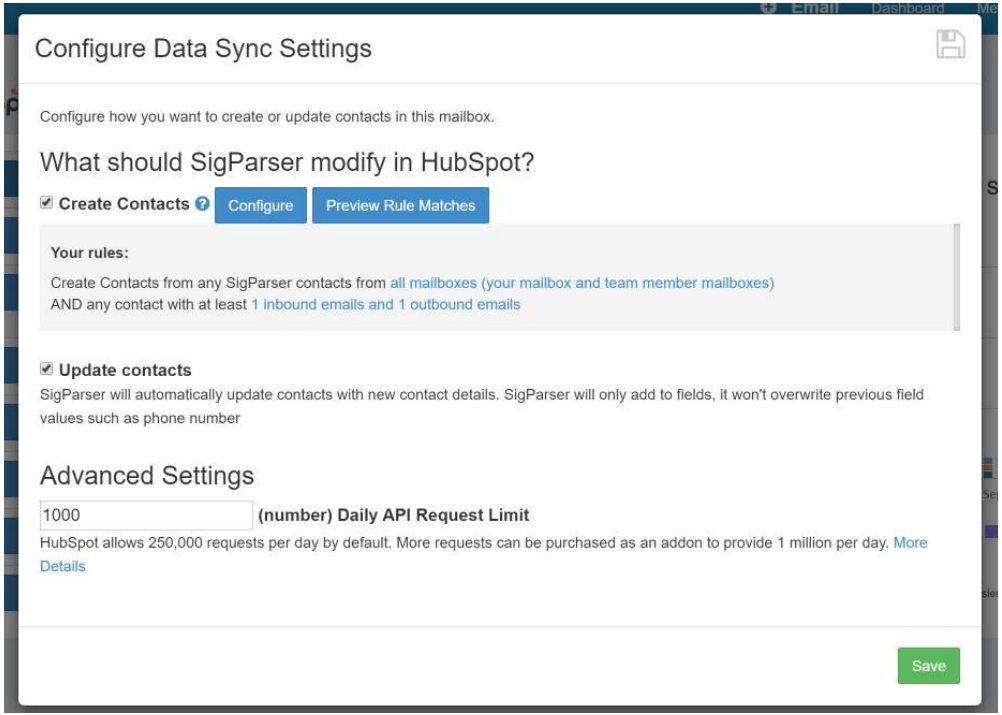


Add connections without any technical knowledge

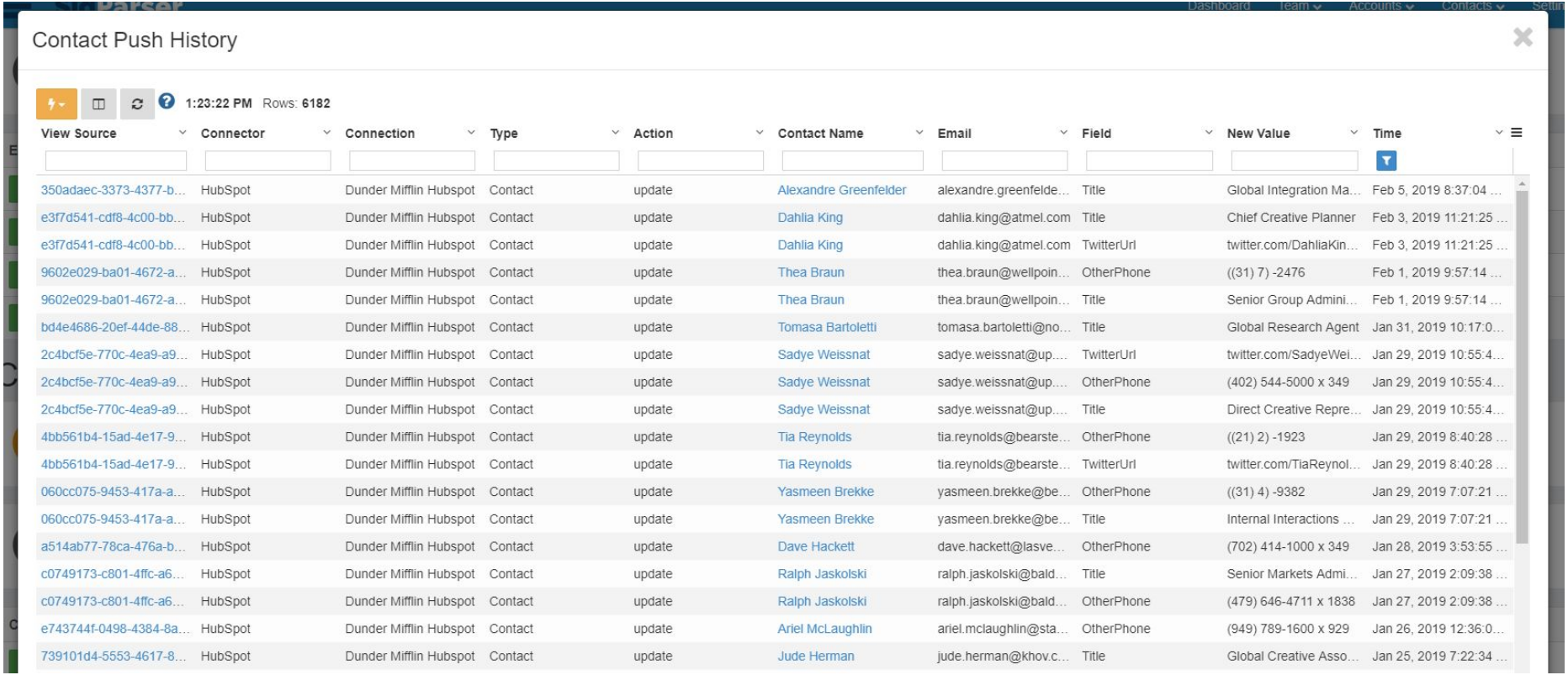


Configure Data Sync to your CRM

- Configure rules for how to create and update contacts in your CRM
- Multiple rules for how to include and exclude contacts
- Preview which contacts would match the ruleset you've configured before saving.
- Limit how many daily API requests SigParser makes to not starve other apps.



See every field SigParser updated in the CRM



Contact Push History

1:23:22 PM Rows: 6182

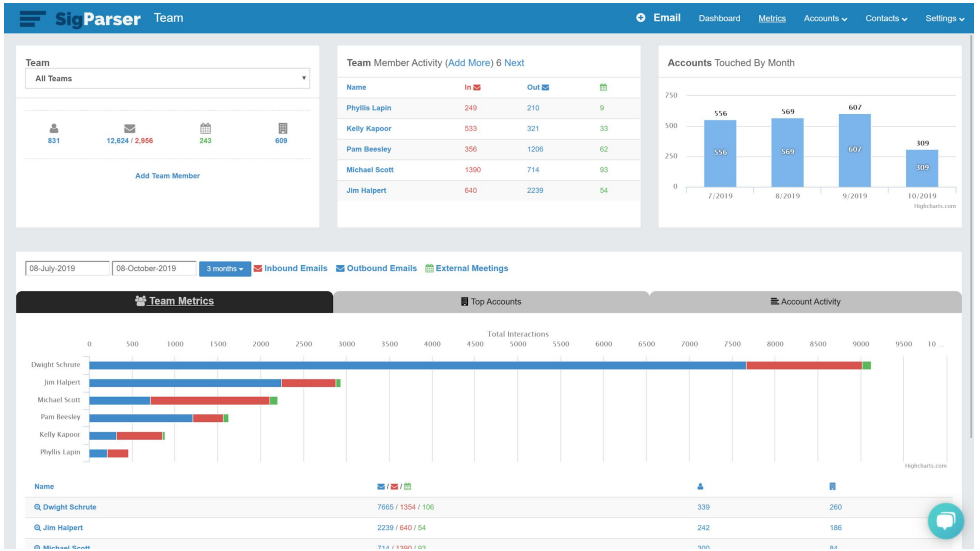
View Source	Connector	Connection	Type	Action	Contact Name	Email	Field	New Value	Time
350adaec-3373-4377-b…	HubSpot	Dunder Mifflin Hubspot	Contact	update	Alexandre Greenfelder	alexandre.greenfelde…	Title	Global Integration Ma…	Feb 5, 2019 8:37:04 …
e3f7d541-cdf8-4c00-bb…	HubSpot	Dunder Mifflin Hubspot	Contact	update	Dahlia King	dahlia.king@atmel.com	Title	Chief Creative Planner	Feb 3, 2019 11:21:25 …
e3f7d541-cdf8-4c00-bb…	HubSpot	Dunder Mifflin Hubspot	Contact	update	Dahlia King	dahlia.king@atmel.com	TwitterUrl	twitter.com/DahliaKin…	Feb 3, 2019 11:21:25 …
9602e029-ba01-4672-a…	HubSpot	Dunder Mifflin Hubspot	Contact	update	Thea Braun	thea.braun@wellpoin…	OtherPhone	((31) 7) -2476	Feb 1, 2019 9:57:14 …
9602e029-ba01-4672-a…	HubSpot	Dunder Mifflin Hubspot	Contact	update	Thea Braun	thea.braun@wellpoin…	Title	Senior Group Admini…	Feb 1, 2019 9:57:14 …
bd4e4686-20ef-44de-88…	HubSpot	Dunder Mifflin Hubspot	Contact	update	Tomasa Bartoletti	tomasa.bartoletti@no…	Title	Global Research Agent	Jan 31, 2019 10:17:0…
2c4bcf5e-770c-4ea9-a9…	HubSpot	Dunder Mifflin Hubspot	Contact	update	Sadye Weissnat	sadye.weissnat@up.…	TwitterUrl	twitter.com/SadyeWei…	Jan 29, 2019 10:55:4…
2c4bcf5e-770c-4ea9-a9…	HubSpot	Dunder Mifflin Hubspot	Contact	update	Sadye Weissnat	sadye.weissnat@up.…	OtherPhone	(402) 544-5000 x 349	Jan 29, 2019 10:55:4…
2c4bcf5e-770c-4ea9-a9…	HubSpot	Dunder Mifflin Hubspot	Contact	update	Sadye Weissnat	sadye.weissnat@up.…	Title	Direct Creative Repre…	Jan 29, 2019 10:55:4…
4bb561b4-15ad-4e17-9…	HubSpot	Dunder Mifflin Hubspot	Contact	update	Tia Reynolds	tia.reynolds@bearste…	OtherPhone	((21) 2) -1923	Jan 29, 2019 8:40:28 …
4bb561b4-15ad-4e17-9…	HubSpot	Dunder Mifflin Hubspot	Contact	update	Tia Reynolds	tia.reynolds@bearste…	TwitterUrl	twitter.com/TiaReynol…	Jan 29, 2019 8:40:28 …
060cc075-9453-417a-a…	HubSpot	Dunder Mifflin Hubspot	Contact	update	Yasmeen Brekke	yasmeen.brekke@be…	OtherPhone	((31) 4) -9382	Jan 29, 2019 7:07:21 …
060cc075-9453-417a-a…	HubSpot	Dunder Mifflin Hubspot	Contact	update	Yasmeen Brekke	yasmeen.brekke@be…	Title	Internal Interactions …	Jan 29, 2019 7:07:21 …
a514ab77-78ca-476a-b…	HubSpot	Dunder Mifflin Hubspot	Contact	update	Dave Hackett	dave.hackett@lasve…	OtherPhone	(702) 414-1000 x 349	Jan 28, 2019 3:53:55 …
c0749173-c801-4ffc-a6…	HubSpot	Dunder Mifflin Hubspot	Contact	update	Ralph Jaskolski	ralph.jaskolski@bald…	Title	Senior Markets Admi…	Jan 27, 2019 2:09:38 …
c0749173-c801-4ffc-a6…	HubSpot	Dunder Mifflin Hubspot	Contact	update	Ralph Jaskolski	ralph.jaskolski@bald…	OtherPhone	(479) 646-4711 x 1838	Jan 27, 2019 2:09:38 …
e743744f-0498-4384-8a…	HubSpot	Dunder Mifflin Hubspot	Contact	update	Ariel McLaughlin	ariel.mclaughlin@sta…	OtherPhone	(949) 789-1600 x 929	Jan 26, 2019 12:36:0…
739101d4-5553-4617-8…	HubSpot	Dunder Mifflin Hubspot	Contact	update	Jude Herman	jude.herman@khov.c…	Title	Global Creative Asso…	Jan 25, 2019 7:22:34 …

Teams and Metrics

View email metrics for your organization.

Even if your sales team won't have accounts in SigParser you can still view these metrics for them either as a whole or by team or individual team member.

SigParser also has fine grained access controls so if you have multiple teams of users, each team could only see their own contacts but the organization still has a single contact warehouse. Additionally, each person can be configured to only have access to contacts that appeared in their mailbox but someone in marketing for example could access everything.



SigParser

Scrape email signatures for contacts automatically