



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:

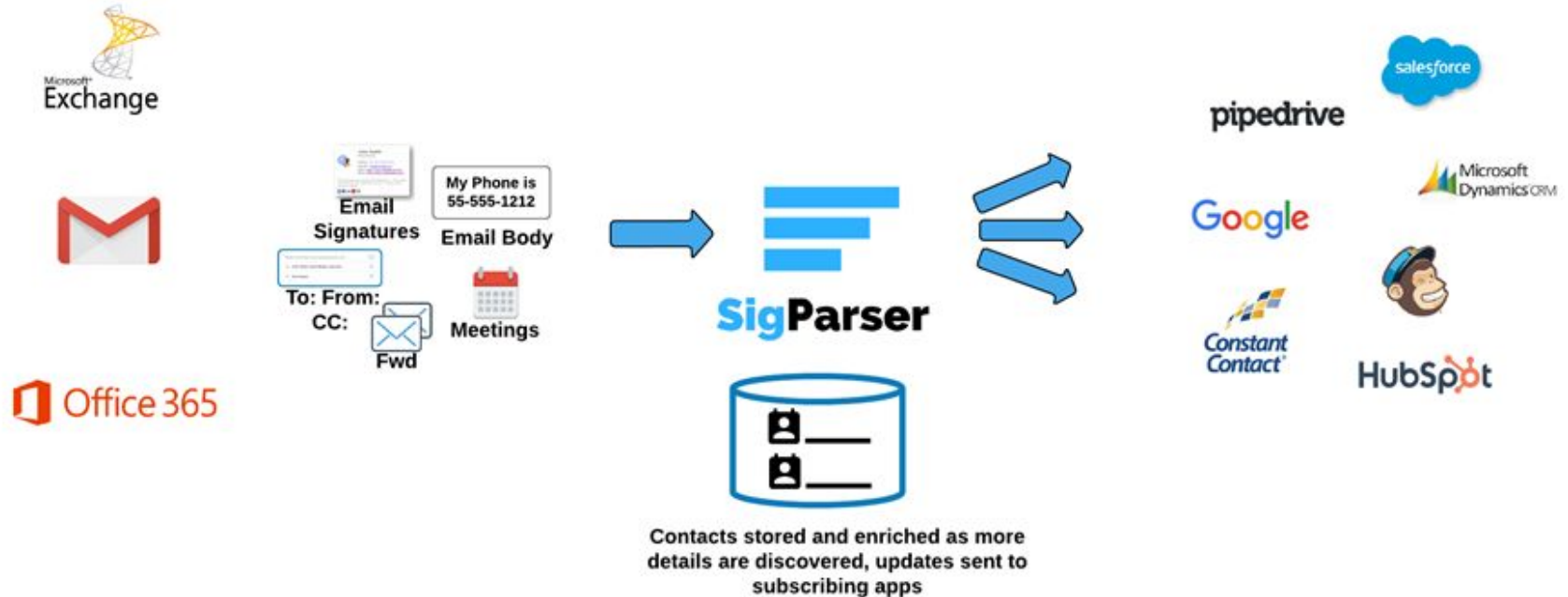


Every day members of your team interact with prospects, clients and past customers over email.

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)

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

Support/Success

Sales Management

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

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

Marketing

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

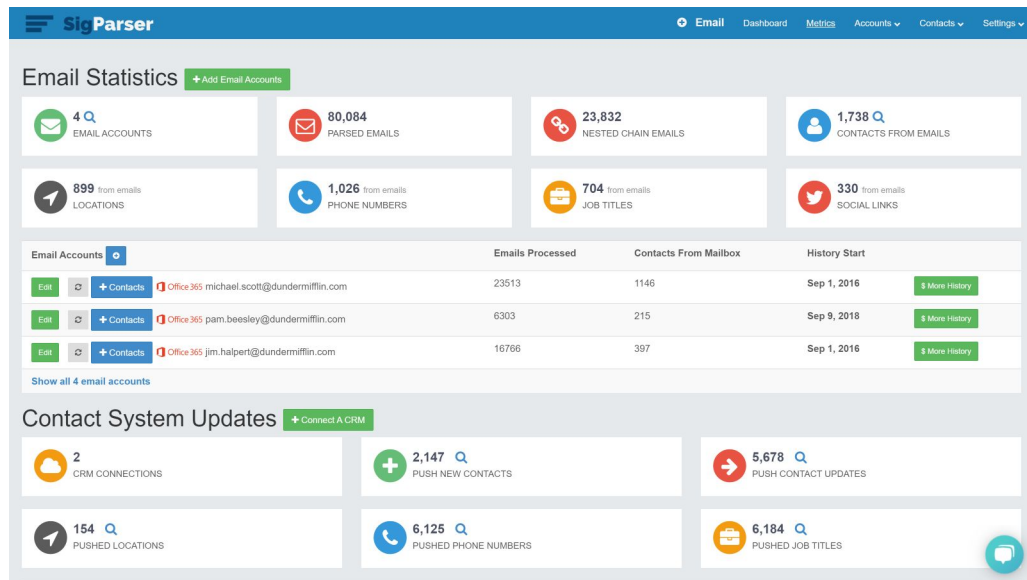
Setup Process

- (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

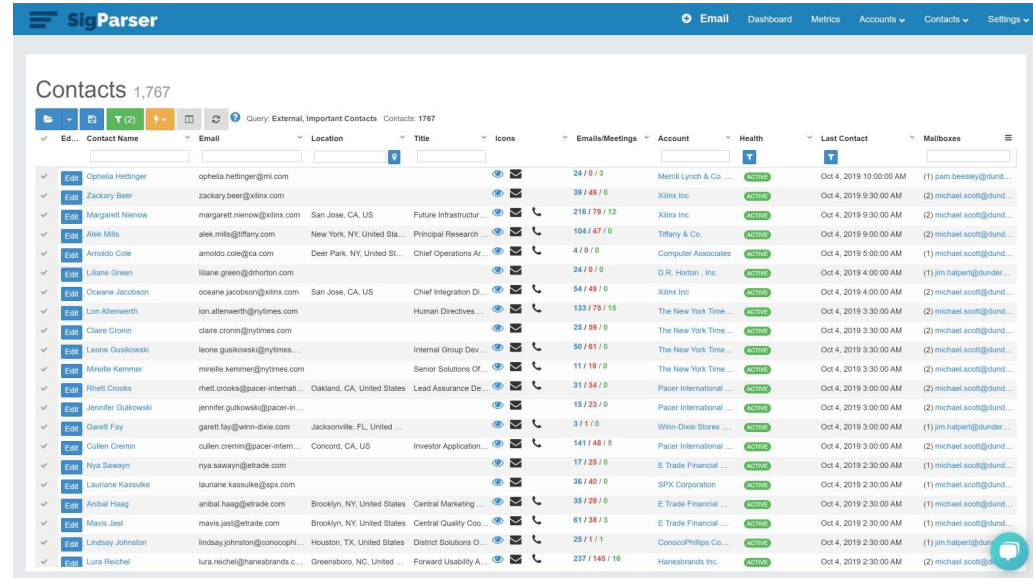
Easy to see what SigParser found

- 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



The screenshot displays the SigParser Contacts interface. At the top, there's a navigation bar with 'SigParser' logo and menu items: 'Email', 'Dashboard', 'Metrics', 'Accounts', 'Contacts', and 'Settings'. Below the navigation bar, the main header shows 'Contacts 1,767' and a search bar. A filter bar contains several dropdown menus for 'Ed...', 'Contact Name', 'Email', 'Location', 'Title', 'Icons', 'Emails/Meetings', 'Account', 'Health', 'Last Contact', and 'Mailboxes'. The main content area is a table listing contacts with columns for 'Ed...', 'Contact Name', 'Email', 'Location', 'Title', 'Icons', 'Emails/Meetings', 'Account', 'Health', 'Last Contact', and 'Mailboxes'. Each row represents a contact, with a blue 'Edit' button on the left. The 'Health' column shows 'ACTIVE' in green. The 'Last Contact' column shows dates and times. The 'Mailboxes' column shows the number of contacts in each mailbox. A blue chat bubble icon is visible in the bottom right corner.

Ed...	Contact Name	Email	Location	Title	Icons	Emails/Meetings	Account	Health	Last Contact	Mailboxes
✓ Edit	Ophelia Hettinger	ophelia.hettinger@msi.com			📧 📞	24 / 0 / 3	Merrill Lynch & Co. ...	ACTIVE	Oct 4, 2019 10:00:00 AM	(1) pam.beesley@dund...
✓ Edit	Zackary Beer	zackary.beer@xilinx.com			📧 📞	39 / 49 / 0	Xilinx Inc	ACTIVE	Oct 4, 2019 9:30:00 AM	(2) michael.scott@dund...
✓ Edit	Margaret Nienow	margaret.nienow@xilinx.com	San Jose, CA, US	Future Infrastructur...	📧 📞	216 / 79 / 12	Xilinx Inc	ACTIVE	Oct 4, 2019 9:30:00 AM	(2) michael.scott@dund...
✓ Edit	Alek Mills	alek.mills@tiffany.com	New York, NY, United Sta...	Principal Research ...	📧 📞	1044 / 47 / 0	Tiffany & Co.	ACTIVE	Oct 4, 2019 9:00:00 AM	(2) michael.scott@dund...
✓ Edit	Arnoldo Cole	arnoldo.cole@ca.com	Deer Park, NY, United St...	Chief Operations Ar...	📧 📞	4 / 0 / 0	Computer Associates	ACTIVE	Oct 4, 2019 5:00:00 AM	(1) michael.scott@dund...
✓ Edit	Liliane Green	liliane.green@drthornton.com			📧 📞	24 / 0 / 0	D.R. Horton, Inc.	ACTIVE	Oct 4, 2019 4:00:00 AM	(1) jim.halpert@dunder...
✓ Edit	Oceane Jacobson	oceane.jacobson@xilinx.com	San Jose, CA, US	Chief Integration Di...	📧 📞	54 / 49 / 0	Xilinx Inc	ACTIVE	Oct 4, 2019 4:00:00 AM	(2) michael.scott@dund...
✓ Edit	Lon Altenwerth	lon.altenwerth@nytimes.com		Human Directives ...	📧 📞	133 / 75 / 15	The New York Time...	ACTIVE	Oct 4, 2019 3:30:00 AM	(2) michael.scott@dund...
✓ Edit	Claire Cronin	claire.cronin@nytimes.com			📧 📞	25 / 59 / 0	The New York Time...	ACTIVE	Oct 4, 2019 3:30:00 AM	(2) michael.scott@dund...
✓ Edit	Leone Guskowski	leone.guskowski@nytimes.com		Internal Group Dev...	📧 📞	50 / 61 / 0	The New York Time...	ACTIVE	Oct 4, 2019 3:30:00 AM	(2) michael.scott@dund...
✓ Edit	Mireille Kemmer	mireille.kemmer@nytimes.com		Senior Solutions Of...	📧 📞	11 / 19 / 0	The New York Time...	ACTIVE	Oct 4, 2019 3:30:00 AM	(2) michael.scott@dund...
✓ Edit	Rhett Crooks	rhett.crooks@pacer-internat...	Oakland, CA, United States	Lead Assurance De...	📧 📞	31 / 34 / 0	Pacer International ...	ACTIVE	Oct 4, 2019 3:00:00 AM	(2) michael.scott@dund...
✓ Edit	Jennifer Guskowski	jennifer.guskowski@pacer-in...			📧 📞	15 / 23 / 0	Pacer International ...	ACTIVE	Oct 4, 2019 3:00:00 AM	(2) michael.scott@dund...
✓ Edit	Garrett Fay	garrett.fay@win-dixie.com	Jacksonville, FL, United ...		📧 📞	3 / 1 / 0	Win-Dixie Stores ...	ACTIVE	Oct 4, 2019 3:00:00 AM	(1) jim.halpert@dunder...
✓ Edit	Cullen Cremin	cullen.cremin@pacer-intern...		Investor Application...	📧 📞	141 / 48 / 5	Pacer International ...	ACTIVE	Oct 4, 2019 3:00:00 AM	(2) michael.scott@dund...
✓ Edit	Nya Sawayn	nya.sawayn@etrade.com	Concord, CA, US	Investor Application...	📧 📞	17 / 25 / 0	E Trade Financial ...	ACTIVE	Oct 4, 2019 2:30:00 AM	(1) michael.scott@dund...
✓ Edit	Lauriane Kassulke	lauriane.kassulke@sp.com			📧 📞	36 / 40 / 0	SPX Corporation	ACTIVE	Oct 4, 2019 2:30:00 AM	(1) michael.scott@dund...
✓ Edit	Arinbi Haag	arinbi.haag@etrade.com	Brooklyn, NY, United States	Central Marketing ...	📧 📞	35 / 29 / 0	E Trade Financial ...	ACTIVE	Oct 4, 2019 2:30:00 AM	(1) michael.scott@dund...
✓ Edit	Mavis Jast	mavis.jast@etrade.com	Brooklyn, NY, United States	Central Quality Coo...	📧 📞	61 / 38 / 3	E Trade Financial ...	ACTIVE	Oct 4, 2019 2:30:00 AM	(1) michael.scott@dund...
✓ Edit	Lindsay Johnston	lindsay.johnston@concoop...	Houston, TX, United States	District Solutions O...	📧 📞	26 / 1 / 1	ConcooPhillips Co...	ACTIVE	Oct 4, 2019 2:30:00 AM	(1) jim.halpert@dun...
✓ Edit	Lura Reichel	lura.reichel@hanebrands.c...	Greensboro, NC, United ...	Forward Usability A...	📧 📞	237 / 145 / 16	Hanebrands Inc.	ACTIVE	Oct 4, 2019 2:30:00 AM	(2) michael.scott@dun...

Detailed contact history for every contact

The screenshot displays the 'Contact' page for Lon Altenwerth in the SigParser CRM. The interface is divided into several sections:

- Contact Profile:** Shows the contact's name, company (The New York Times Company), and an 'Edit' button. It also displays statistics: 133/75 (likely emails) and 15 (likely meetings).
- Contact Details:** A table listing contact information with edit links:

Email	lon.altenwerth@nytimes.com	Edit
Title	Human Directives Analyst	Edit
First Name	Lon	Edit
Last Name	Altenwerth	Edit
Address State	New York,NY,10018	Edit
Address Country	United States	Edit
Other Phone	((212) 2)-5218	Edit
- BUCKETS (1):** A dropdown menu set to 'List' and an 'Add' button.
- RELATIONSHIP HISTORY:** A 'Smart Timeline' showing interactions from 08-October-2009 to 08-October-2019. A legend indicates: Outbound Emails (blue), Inbound Emails (red), and External Meetings (green). The chart shows a significant spike in activity in October 2019.
- CONNECTED SYSTEMS:** A table listing integration partners:

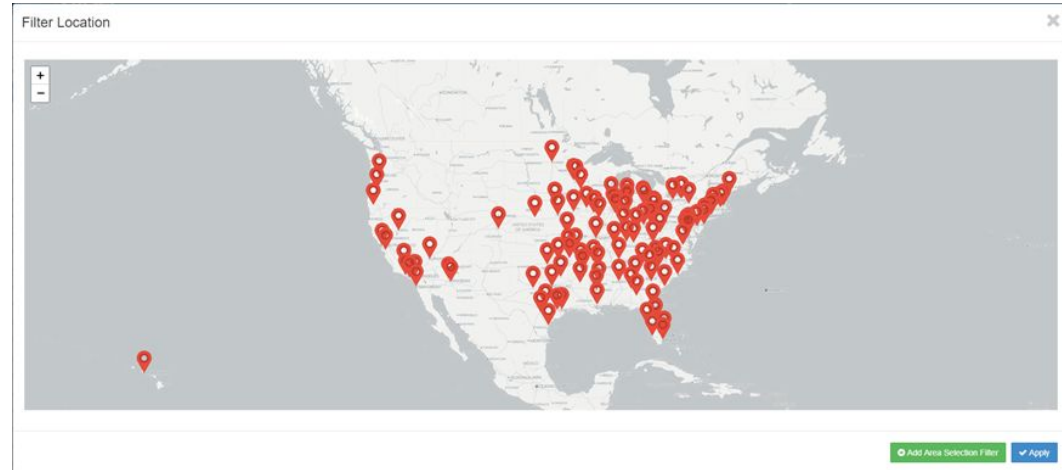
Provider	Source	Record
pipedrivrive	SigParser	Add Contact
Office 365	michael.scott@dundermifflin.com	Add Contact
HubSpot	Dunder Mifflin Hubspot	Add Contact
- RELATED CONTACTS:** A table listing other contacts:

Name	Touches
Lon Altenwerth	223
Pam Beesley	223

- 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


ADD DATA SOURCE


Google/Gmail [?](#)
[Add](#)


Provides data from Google's Calendar, Gmail emails and Contacts. Also supports sending emails as the connected account.


Office 365 [?](#)
[Add](#)


Provides connectivity to email, calendars and contacts in Office 365, Hotmail, Live.com, Outlook.com, Passport.com, MSN.com and Exchange Online.


Exchange/Outlook [?](#)
[Add](#)


Provides connectivity to email, calendars and contacts via services like Exchange Server, Office 365. If you're using Outlook you're probably using this.


IMAP Email [?](#)
[Add](#)

Connectivity to email. Yahoo! and older providers use this format.


Constant Contact [?](#)
[Add](#)

Lists will be pulled into SigParser as a bucket type called "Constant Contact List". Adding contacts or removing contacts from the list will add or remove contacts in Constant Contact.


CSV/Excel File [?](#)
[Add](#)

Import contacts from Excel or CSV files. This will not create duplicates if contacts already exists. Will geocode contacts if location fields are set.


HubSpot [?](#)
[Add](#)


SigParser can improve the contacts in HubSpot by adding phone numbers, titles and addresses to contacts.


iPhone (iOS) [?](#)
[Add](#)


Access your contacts on your iPhone by connecting one of your contact repositories to your iPhone like Google Contacts or Outlook Contacts. We'll show you how.


Less Annoying CRM [?](#)
[Add](#)


SigParser can improve the contacts in Less Annoying CRM by adding phone numbers, titles and addresses to contacts.


MailChimp [?](#)
[Add](#)

Connect your lists in SigParser with lists in MailChimp to make list building and export simple.


Pipedrive [?](#)
[Add](#)

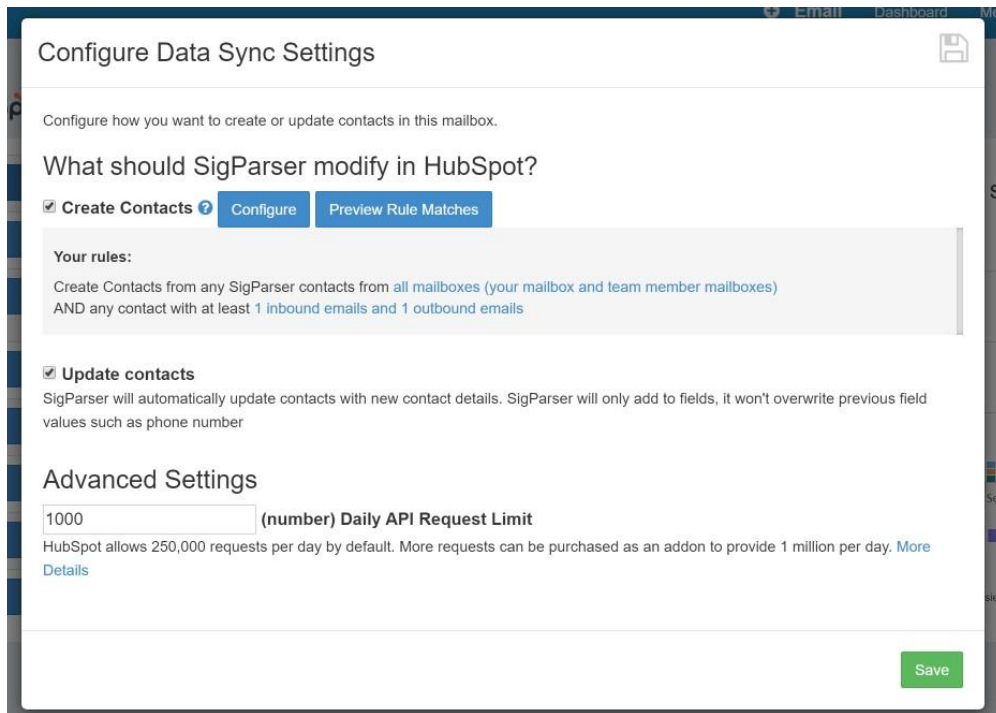
SigParser can improve the contacts in Pipedrive by adding phone numbers, titles and addresses to contacts.


SalesForce [?](#)
[Add](#)

Connect SalesForce to SigParser. SigParser will pull down contacts and can sync contacts back to SalesForce.

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.



Configure Data Sync Settings

Configure how you want to create or update contacts in this mailbox.

What should SigParser modify in HubSpot?

Create Contacts [Configure](#) [Preview Rule Matches](#)

Your rules:

Create Contacts from any SigParser contacts from [all mailboxes \(your mailbox and team member mailboxes\)](#)
AND any contact with at least **1** inbound emails and **1** outbound emails

Update contacts

SigParser will automatically update contacts with new contact details. SigParser will only add to fields, it won't overwrite previous field values such as phone number

Advanced Settings

(number) **Daily API Request Limit**

HubSpot allows 250,000 requests per day by default. More requests can be purchased as an addon to provide 1 million per day. [More Details](#)

[Save](#)

See every field SigParser updated in the CRM

Dashboard Team Accounts Contacts Sell

Contact Push History

1:23:22 PM Rows: 6182

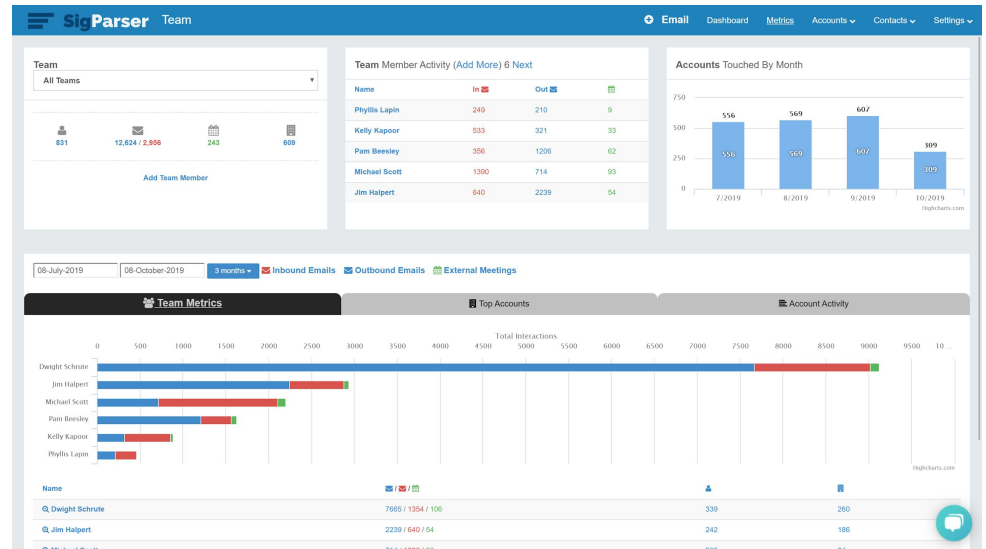
View Source	Connector	Connection	Type	Action	Contact Name	Email	Field	New Value	Time
350adaec-3373-4377-b...	HubSpot	Dunder Mifflin Hubspot	Contact	update	Alexandre Greenfelder	alexandre.greenfelde...	Title	Global Integration Ma...	Feb 5, 2019 8:37:04 ...
e3f7d541-cdf8-4c00-bb...	HubSpot	Dunder Mifflin 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	Tomaso Bartoletti	tomaso.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