

CommuniGator for Marketers

Marketing Automation with Teeth

As marketers we are constantly challenged to justify every spend we make for customer acquisition and retention and to provide detailed ROI figures. Gone are the days of free spend and trying things on a whim, the tools you choose today need to be easy to use so that you spend less time, and less money, meeting those business goals.

CRM Integration

CommuniGator integrates with a range of leading CRM platforms enabling you to pass data back and forth and track the activities of your customers and prospects. Email campaigns will write data to your CRM contact records so that you can build up a complete picture including but not limited to email opens, clicks and survey results.



Lead Scoring

Assign scores to each link in an email and have that score automatically added to a contact record. Build a profile of activity for a prospect based on their email and website activity. Trigger automated emails based on lead score.

Segmented Groups

Segment your audience based on their activity or preferences and then assign those groups to specific email campaigns. Set rules to move customers and prospects between groups as they engage with your marcomms. Add contacts to multiple groups and build a two-tiered group system for more dynamic communication.

Robust Reporting

Numeric and graphical reporting enables you to identify device preferences, open-click funnel activities and spread of engagement from hour view through to monthly breakdown. Analyse and refine your strategy by comparing email campaigns.



Individual Comms or Drip-feed over time

Build individual, one-off campaigns or create a campaign series to send multiple emails over a period of time. Set them to be triggered on a specified date and time or base it on rules like “+7 days from previous mail in series”.

Dynamic Content

Create bespoke designs or use a template to craft your emails then define dynamic content areas. Dynamic content options enable you to dictate what content is displayed based on rules and user preferences and to determine the order of content.

Web Capture, Surveys and Event Management

The CommuniGator platform supports the creation of web capture forms, surveys and events with all details being logged back to a contact record or your CRM. Extend the power of your email marketing by adding a new dimension.

A/B Split Testing, Inbox Checker and Bounce Management

Utilise tools for split testing your campaign audience, checking deliverability across different browsers and devices and for managing your bounce rates to avoid blacklisting.

Social Integration with Twitter and LinkedIn

Share your email content on Twitter with one-off tweets or links to individual content items. Easily add LinkedIn data to your contact records for a more complete picture of your audience.

SEND A TWEET | **PREVIOUS TWEETS**

Welcome to the campaign tweet function. Here you can send a tweet about your campaign and track any hits and re-tweets.

HOW WOULD YOU LIKE TO TWEET?

- Tweet a one off now
- Tweet the entire email
- Tweet sections of the campaign at scheduled intervals

ONE OFF TWEET

Enter your 140 character tweet:

Add URL? 

CONFIRM AND SEND TWEET

Google Analytics Integration

Notify CommuniGator you use Google Analytics and you'll be able to define which links to track. View your email campaign results in the Campaign area of the Sources section inside Google Analytics.



CommuniGator for Sales Teams

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As sales professionals having a strong pipe is important. Less cold calls and more qualified leads is the dream for any sales team and CommuniGator bridges the gap between Sales and Marketing so the data you have about a prospect is meaningful.

Lead Scoring

Use the prospect contact record to keep track of lead score thanks to email clicks and the web pages they've viewed on your website. Work with Marketing to create a relevant email campaign that's automatically triggered when the score reaches a defined point.



LinkedIn Integration

CommuniGator provides integration with LinkedIn. Pull in extra details to the contact record and build a more complete picture of your prospects.

Individual Comms or Drip-feed over time

Build individual, one-off campaigns or create a campaign series to send multiple emails over a period of time. Set them to be triggered on a specified date and time or base it on rules like "+7 days from previous mail in series".

Automated Follow-Up Emails

Set follow-up emails and reminders to be automatically triggered after a period of time. Track the overall email results or analyse individual prospect contact records to see who engaged with your content and whether they evolve in to a qualified lead.