

**E-mail is one of the most efficient tools to keep in touch with customers and prospects. E-mails are not only a fast, competitive and efficient option to send news. In addition you earn a much higher ROI through the use of e-mails than through any other way of direct marketing.**

**OutreachIT** allows you to send already created e-newsletters, designed advertisements with comprehensive texts, event invitations, letters, product information, announcements and much more.

E-mails can now be mailed through several e-mail-accounts being assigned to different database owners.

Through the choice of different filter criteria, e-mails can be sent to your target audience with **OutreachIT**.

You may also select whether you want to send your e-mails all at the same time or in single, small packages. The advantage is that your provider won't experience any overload problems.

By the use of **OutreachIT** you can also benefit from the improved history.

A special advantage is that you can previously select a certain time when e-mails should be send. Therefore you only have to select the contact, the day and the time, and the e-mail will be send automatically.

## Highlights of OutreachIT

- Sending of already created e-newsletters, designed advertisements with comprehensive texts, event invitations, letters, product information, announcements and much more
- Sending of e-mails over several e-mail-accounts being assigned to different database owners
- Automatic sending of e-mails according to a time schedule. So just select the contact, the day and the time, and your e-mails will be send automatically
- Sending of all e-mails at once or in small packages, so your provider won't get any overload.
- Benefit from the improved history.
- Sending of e-mails to your target audience through a diversity of filter criteria
- Rejected ("bounced") e-mails can be put into a new group automatically.

CRM AddOn  
Factory GmbH

Am Bächle 12  
86488 Breitenthal  
Germany

[www.crmaddon.com](http://www.crmaddon.com)

[sales@crmaddon.com](mailto:sales@crmaddon.com)  
[support@crmaddon.com](mailto:support@crmaddon.com)  
[marketing@crmaddon.com](mailto:marketing@crmaddon.com)

USA: +1 203 541 0040

UK: +44 203 026 9402  
+44 845 287 5789

AUS: +61 863 652 842

GER: +49 89 454 6170

+49 8282 800 400