

WHAT'S THE DIFFERENCE?

Meyler Marketing Automation vs. Most CRMs

A comparison of Meyler Marketing Automation's easy-to-learn functions with customer relationship management (CRM) software (i.e. Salesforce).

LESS EFFORT

CRM MA

- Import your existing leads, or a new database
- Targeted messages for near one-to-one communication
- Dynamic forms that feed information directly from your website to your Contact Manager
- All-in-one system with a CRM, email service provider, advanced web analytics, landing page builder, and more

BETTER MARKETING

CRM MA

- Queue follow-ups and reminders to yourself so you never miss a touch point
- Track which LPs are spending time on our website
- Increased engagement with segmented messages
- Detailed email analytics
- Device tracking - identify visuals appropriate for each prospective LP
- Automatic ROI calculations on your capital raising efforts
- Eliminate wasteful marketing spends

HIGHER AUM

CRM MA

- Sales funnel to record deals won and lost
- An illustrated timeline of activity with each of your prospective LPs
- Rank interest by comparing the online behavior of prospective LPs with existing investors
- Have technology identify prospective investors with the highest level of interest automatically
- Engage at the most critical points in the sales cycle