

Email Marketing – Constant Contact

With the Email Marketing – Constant Contact module, your team can use Constant Contact for your email marketing initiatives while seamlessly syncing contact information and email metrics to Andar/360.

There is no need to spend hundreds of hours each year scrubbing and cleaning email marketing lists and data to prepare it to import into Andar/360 manually. This module will automatically take care of it by keeping Constant Contact and Andar/360 synchronized.

By automatically merging contact information from Constant Contact and Andar/360, you can collaborate with all departments at your organization, get the complete picture of your donor and create targeted and effective online fundraising campaigns.

EASY SETUP AND BIDIRECTIONAL SYNC

Whether you already use Constant Contact or are planning to, the Email Marketing – Constant Contact module is easy to implement and begin data synchronization between systems. Simply by tying your Andar/360 mailing list to the desired Constant Contact List- you activate a bidirectional sync. This module was designed with many configuration options so you can cost-effectively segment your data.

LEAD GENERATION

You can create Constant Contact landing pages to capture new records and instantly sync them to Andar/360. Boost your marketing efforts by adding new and prospective donors directly to your database. Your donor can contribute to their own profile information through Constant Contact into Andar/360.

EMAIL MARKETING METRICS

For each campaign, you get a list of activities and track subscribes, unsubscribes, opens, clicks, and bounces, all inside Andar/360. Combine this data with other tracked information in Andar/360, and harness the power of predictive analytics and donor behavior tracking.

MAILING LISTS

Mailing lists in Andar/360 are integrated with individual lists in Constant Contact. All contact information updated in Constant Contact or Andar/360 is synchronized. Constant Contact allows for the creation of up to 1000 lists and contacts can be put on many different lists.

DEMOGRAPHICS AND TAGS

By using tags in Constant Contact, you can segment your contacts into Andar/360 demographics. There is an option controlling what specific demographic types will be synchronized with Constant Contact Tags. When bringing tags from Constant Contact into Andar/360, demographic types will be auto-created as needed.

DATA QUALITY, DEDUPLICATION AND NEW CONTACTS

For each contact that is added to a Constant Contact list, the integration will attempt to match the contact to an existing account in Andar/360. If found, it will add that account to the mailing list. If not, it will create a new account and add that account to the list. The robust Andar/360 CRM relies on quality data, and you can use built-in tools in Andar/360 to monitor the data that is added and changed in your system.

CONSTANT CONTACT MONITOR DASHBOARD

Use powerful Andar/360 dashboards for monitoring and maintaining the integration. All synchronization tasks will have an entry in the Constant Contact Synchronization List. There is also a dashboard called Constant Contact Monitor to review all sync activities.