

Fully integrated with CounterPoint V7 and CounterPoint SQL, Customer Connect is the only e-mail marketing tool specifically built for retailers. It gives retailers the data needed to effectively connect with consumers, drive sales and increase customer loyalty.

As an extension of the CounterPoint retail point-of-sale software, Customer Connect allows for closed-loop reporting. In addition to analysis of delivery, open and click rates, CustomerConnect reports on sales lift and promotion redemptions being driven by each e-mail campaign. To make connecting with customers intuitive and simple, the e-mail marketing functionality comes with retail-specific templates and recurring campaigns. This functionality enables e-mails to be automatically sent to new customers welcoming them to the store or campaigns to be built for those who have not shopped recently.



CUSTOMER CONNECT

➤ Send targeted e-mails using purchase history and other customer data

Relevancy is key in any e-mail campaign. Only Customer Connect has access to your CounterPoint data to create lists based on customer shopping history, customer category, preferences and more.

➤ Use innovative autoresponders to save you time by doing the work for you

You can easily create e-mail campaigns that will launch leveraging data from your CounterPoint system. Customer Connect comes pre-loaded with “we miss you” and “welcome” campaigns that you can set and forget.

➤ See which campaigns generate the most revenue

In addition to seeing who is opening and reading your e-mails, Customer Connect uniquely shows you the sales being driven by your campaigns. Customer Connect has robust campaign reporting like other e-mail tools, but also includes your sales and gross margin data from CounterPoint.

➤ Start fast using retail-specific, customizable templates

Only Customer Connect includes easy-to-use templates specifically created for retailers. Add photos, logos and colors to customize e-mails to mirror your brand.

➤ Save time and never miss a customer with one set of customer data

Are you constantly dealing with different sets of customer contact lists? Tired of exporting from CounterPoint and importing into your e-mail tool? Each customer that is added to CounterPoint is automatically added to your database in Customer Connect.

Customer Connect makes e-mail marketing simple.

Customer Connect is integrated with your point-of-sale to leverage your customers' sales history and buying preferences and comes loaded with all the standard features and functions you need to connect with and engage consumers.

CustomerConnect Features:

Build customized, professional HTML e-mail campaigns to connect with your customers using our user-friendly designer tools or import your own code

- Intuitive campaign builder
- User-friendly formatting tools
- Load hundreds of images for FREE
- Retail-specific templates
- Innovative and integrated autoresponders
- Advanced segmentation tools

Ensure your e-mail reaches your customers with deliverability that rivals e-mail only companies

- Industry-leading deliverability rate
- Built-in anti-spam checker
- Bounce management
- CAN-SPAM compliant
- Message scheduling
- Social Sharing

Track and compare sales generated from each of your campaigns

- Closed-looped tracking – from open to purchase
- Subscriber management
- Easy-to-read and interpret charts and graphs
- Campaign management and comparison dashboards
- Open and clickthrough tracking



FOR MORE INFORMATION, PLEASE VISIT US AT
WWW.COUNTERPOINTPOS.COM OR CONTACT US AT 800.852.5852

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