



Are you in Marketing? Do you spend too long tracking results?

To be truly effective, marketing teams need instant access to information. Importantly, they need an overview of existing and potential customers to build buyer personas and personalise their approach. Also, they need an easy way to measure the ROI generated by campaigns.

Yet for many marketers, gaining these insights is tricky. Having information stored in various systems, like Google Analytics and your email marketing tool, makes gaining the most basic insights a challenge. Due to this, you won't fully understand which activities, offers and messages deliver results.

Do these problems sound familiar?

1. Tying revenue back to your campaigns is complex. You're desperate for an easier way to visualise metrics, such as conversion rates by offer, close rates by channel and cost of customer acquisition.
2. It's impossible to accurately forecast inbound enquiries for the next three months. You've committed to 10% growth over the quarter, but can't track your progress towards this goal.
3. Your managing director has requested a last-minute change to the way you report. This means another late night at the office pulling information from disparate systems.
4. You feel there's untapped opportunities within your existing customer base. If you better understood the value of this opportunity, your board of directors would give you the budget you need to exploit it.
5. The sales department are claiming that marketing qualified leads have fallen. You want to argue that despite the decrease the quality of leads has improved, but there's no easy way to show this.

Our Clients

SIEMENS

RENAULT

McCANN



Hit ambitious targets free of inefficient processes

Are you tired of information siloes that force you to base decisions on guesswork? With customer relationship management (CRM) software, all your information is available in one place. Thus, you won't have to waste time collecting data before compiling reports and forecasts.

aCloud CRM is an intuitive tool that makes it easy for marketing managers to monitor performance. See at a glance if your team's on track to meet target and how products are performing. This insight will empower you to create an informed strategy that covers potential shortfalls while capitalising on new opportunities.

As a web-based tool, you can access aCloud CRM from wherever you are. So no matter if you're attending a conference or working from home, you have access to the insights you need.

Key features

- Intuitive reporting dashboards to track progress towards your marketing KPIs
- A full view of your sales funnel ends the disconnect between Sales and Marketing
- A dedicated mobile app for on-the-go access, even without an internet connection
- Smooth integration with your existing systems creates automated workflows

About aCloud CRM

The Access Group brings you aCloud CRM in partnership with leading CRM manufacturer, SugarCRM. Winners of the Network Computing CRM Product of the Year 2016 award, SugarCRM is regarded as a leader in CRM innovation.

By combining SugarCRM technology with Access Group's in-depth industry knowledge, we deliver efficient implementations that meet all your requirements. Proud recipients of 'The Sunday Times Best Companies to Work For 2016' award, our team of over 1000 employees provide an outstanding service with a personal touch.

Classification: Public



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