

Drive marketing success from a single platform – your CRM

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Introducing aCloud Leads and aCloud Mail

Powered by our partner Communicator, aCloud Leads and aCloud Mail are the latest applications to join the Access aCloud suite. These applications integrate with your CRM to make your marketing targeted, timely and strategic.

aCloud Leads – Gain detailed insights into the people visiting your website and send them personalised content.

aCloud Mail – Keep your audience engaged with email marketing that targets every stage of the buying cycle.

Generate opportunities with aCloud Leads

Identify decision makers



Learn the name, job title and company of visitors to your website and track which pages they view. Use this to gauge how interested someone is in your business and get in touch with the right people.

Focus your efforts



Score people based on their readiness to buy so you only contact people at the right stage of their decision-making process. Never make a cold call again with information on the amount of times someone has gone on your site, and the content they were interested in.

Track leads from paid marketing



Tie revenue back to your paid marketing with a view of the campaigns that have brought the most web traffic. Allocate spend based on which channels deliver qualified leads.

Automate campaigns with aCloud Mail

Nurture your leads



Build engagement and trust by interacting with potential customers over time. Contacts automatically flow through your nurture programme, so you don't need to manually schedule emails.

Personalise your communications



By tracking the content and offers with which individuals like to engage, you can make the communications you send them more personal. This will increase interactions with your content and improve your ROI from campaigns.

Integrate with your CRM



aCloud Mail integrates with your CRM so that all your important information is on one platform. Keep your Sales and Marketing teams aligned by giving them a central place from which to monitor and record campaign success.

Our Products

