

eSalesTrack is the leader of simple, fully customizable CRM's.



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Campaign Management

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Our Products - CRM Solutions - Campaign Management

Marketing is Good. Informed Marketing is Better.

More than ever, great marketing depends on quality information. With on-demand CRM, you can have an informed sales team, real-time data collection, and on-demand data analysis to allow you adapt your marketing throughout the campaign.

Informed Sales Team

When a salesperson logs into eSalesTrack system, the most prominent position of the opening screen is the Announcements section. At a glance, your sales team will find upcoming promotions, important company news, and other essential information. Marketing brochures, flyers, and tools can be posted to the Marketing Collateral directory to instantly bring the entire sales force up to speed with the latest campaign materials.



Real-time Data Collection

Instead of waiting until the end of a campaign to judge the results, collect key information in real-time from the full range of marketing channels, whether traditional media, Internet, or other sources.





Perform Instant Analytics

Judge at a glance whether your sales are on forecast, whether some regions are performing better than others, and how your business will be impacted. Contrast the results of various marketing promotions, identify cross-pollination between them, and determine in advance whether resource allocations will meet projections.

With eSalesTrack.com on-demand campaign management, you can mobilize your sales force and provide more accurate, timely, and holistic marketing analysis. Base your campaign management on information, not hunches.

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