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It's About Time! Simple and Affordable CRM Finally Arrives for Small Business

CampaignerCRM(TM) Unites CRM and Email Marketing to Offer a Powerful, Easy to Use Solution That Can Dramatically Increase Sales Volume, Velocity & Value

LOS ANGELES, CA -- (Marketwire) -- 08/29/12 -- Campaigner®, the sales and marketing brand of j2 Global, Inc. (NASDAQ: JCOM) that empowers companies to better attract and retain business through creative email marketing campaigns, today announced the launch of a new service offering: CampaignerCRM™. Available through a cost-effective, web-based subscription model starting at less than \$29.99 per user, per month, CampaignerCRM provides sales professionals at small to medium-sized businesses with a powerful, yet simple to use solution that combines full-featured CRM and email marketing functionality. CampaignerCRM can dramatically improve the volume of qualified leads; increase sales pipeline velocity and help sales professionals sell larger deals.

CampaignerCRM combines sales process software, social media connectivity, sales performance tools and visual reporting to deliver greater predictability and repeatability to the selling process. Unlike traditional CRM or sales force automation solutions that are primarily record-keeping tools, CampaignerCRM enables sales professionals to understand, predict and act in real time on each phase of the sales process.

"Our integrated suite of email marketing and social CRM is a unique differentiator that simply helps small businesses identify more leads, communicate better with customers and close more sales," said Rick Faulk, GM Cloud Services for Sales and Marketing, Campaigner. "CampaignerCRM is also an easy way for companies to leverage social selling to successfully reach and interact with their customers and prospects."

Attracting, qualifying and managing leads are a big challenge for sales professionals. In fact, according to a new survey conducted by Campaigner(1), close to half (41 percent) of sales professionals pinpoint lead generation and management as their top sales challenge in 2012, and indicated they need the most help with prospecting for leads.

CampaignerCRM helps sales executives manage more effectively with easy to use visual dashboards and reports. With CampaignerCRM, sales managers receive reports that provide actionable insight into what's really going on at every stage of the sales cycle. Reports are easy to run and can be regularly emailed on a daily, weekly or monthly basis, using key criteria to help managers and sales teams stay better informed about significant trends and opportunities.

Top features such as dedicated personal VIP sales assistants that offer live on-the-go administrative support keep productivity high so that salespeople can maximize valuable "windshield" time while traveling. VIP Assistants are available via phone, fax, email and chat to update account information allowing sales reps more time to cultivate and close their deals. Additional key features of CampaignerCRM include:

- Fully integrated email marketing
- Social CRM that allows you to tap into social media such as Twitter, LinkedIn and Facebook to seamlessly build business intelligence about your customers
- Anywhere, anytime access to account, lead, opportunity information and more using any mobile device or smartphone
- Unprecedented pipeline visibility that helps management anticipate trends and support salespeople to keep opportunities moving forward
- Robust reporting options that allows users to easily create custom reports and dashboards that give you actionable insight to manage your sales pipeline and your business

"A sales professional's work involves quotas that need to be met, therefore numbers are very important. Not only has my follow-through improved tremendously, with CampaignerCRM, I have also seen my sales jump 65 percent," said Robert Dausen, owner of GraphTec.

Sales professionals indicate that phone calls and email blasts are their top two marketing strategies according to the Campaigner survey(1). To meet these customer needs, Campaigner now offers two easy to use products: Campaigner, an email marketing solution that helps small business marketers easily create and send highly personalized one-to-one email communications to build better relationships that result in increased sales and business growth, and CampaignerCRM, which combines email marketing and full featured CRM, to help small businesses go from contacts to revenue.

CampaignerCRM is available today starting at less than \$29.99 per user, per month, subscriptions. For more information about CampaignerCRM and its features, or to sign up, visit www.campaignercrm.com/. [Click here](#) to watch a video demo. To listen to a podcast with Rick Faulk please visit <http://feeds.feedburner.com/CampaignerConnections>.

In addition, CampaignerCRM conducts free, weekly "Kick-Start" webinars. To register for a webinar please visit <http://www.campaignercrm.com/en/community/webinars/live/>

(1) Campaigner customer survey results can be found [on this page](#).

About Campaigner

Campaigner sales and marketing enables small, medium and large businesses to strengthen customer relationships and drive sales by connecting with their customers quickly, simply and affordably. Features include professional email campaign creation, multiple ways to grow and manage lists, integration with CRM and the utilization of campaign metrics and reports to increase results. Campaigner is a brand and registered trademark of j2 Global Canada, Inc., an affiliate of j2 Global, Inc. (NASDAQ: JCOM). Learn more and visit Campaigner at www.campaigner.com.

About j2 Global™

Founded in 1995, j2 Global, Inc. provides cloud services to individuals and businesses around the world. j2 Global's network spans 49 countries on six continents. The Company offers Internet fax, voice and email solutions. j2 Global markets its services principally under the brand names eFax®, Onebox®, eVoice®, FuseMail®, Campaigner®, KeepItSafe® and CampaignerCRM™.

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