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## **New CampaignerSPM(TM) Helps Sales Teams Hit a Home Run**

### **CampaignerCRM(TM) Launches New Product That Equips Sales Managers and Reps With the Visibility and Insight for Sales Success**

LOS ANGELES, CA -- (Marketwired) -- 04/16/13 -- In today's competitive environment, companies cannot afford to have sales reps walking the bases. CampaignerCRM™, a brand of Global, Inc. (NASDAQ: JCOM) that empowers companies to get better sales results by using feature-rich CRM and Sales Process Solutions, today announced the launch of CampaignerSPM™, an Advanced Sales Process Management (SPM) solution. Companies looking to formalize and track the steps sales reps follow in a sales cycle can now use CampaignerSPM to leverage advanced reporting and integrated features to gain insights and identify key trends to secure more leads and wins.

Just as sports teams review the tape to improve their performance in the next game, sales managers can now use the same technique to create a team of power hitters. CampaignerSPM provides organizations with real-time stats and insights allowing them to build a repeatable, predictable and scalable sales process that ensures every sales rep has the chance to hit a home run. CampaignerSPM enables organizations to customize their own sales playbook of selling cycle phases, activities in each phase and the selling tools to complete these activities. This playbook ensures that everyone on the sales team follows the same process and that nothing is overlooked. Multiple sales processes can be used for different products, services, markets, and customers.

Visibility into each phase of the selling cycle -- from initial opportunity to close -- gives sales managers the information they need to make better decisions and manage sales resources more effectively. CampaignerSPM creates a more robust and extensible CRM product by combining standard features of CampaignerCRM PRO -- like VIP Personal Assistant -- and email synchronization to Gmail and Outlook with advanced features and functionality such as API and QuickBooks integration, and social CRM insight into customer activity on Facebook, Twitter and LinkedIn.

"A sales process allows organizations of all sizes to produce more revenue and get better results," says EJ McGowan, GM, Campaigner. "CampaignerSPM allows users to customize an automated process based on their best practices that ensures they are targeting the right prospects, qualifying leads and presenting the right features and benefits at the right time in the sales process. This results in greater efficiency and effectiveness."

"CampaignerCRM has given us greater control over the sales process by equipping us with information that allows us to better manage each phase of the cycle," says Brad Stoler, owner of Rayah Solar. "The system walks us through each step of the sales process, which really helps us use our resources more effectively and stay highly organized."

Companies must maintain and manage an ongoing flow of opportunities in order to produce a consistent revenue stream. CampaignerSPM gives companies greater visibility into the pipeline with metrics at each stage of the sales process allowing managers to identify and act on trends early on. Whether your company has a single salesperson with a long and/or complex sales process or a globally diverse large sales team, CampaignerSPM's advanced reporting features and integration help target the right prospects and efficiently move them through the sales pipeline. Additional features include:

- A personal assistant and a customizable, easy to use platform yield better adoption of CRM, leading to better close rates and higher revenue
- Ability to clone best practices leading to a more consistent sales process which drives shorter sales cycles and larger deals
- Save time and increase deliverability by sending email campaigns directly from the CRM; know the ROI of campaigns to optimize marketing spending
- Customer communication portal helps shorten the sales cycle by knowing when customers are ready to buy

CampaignerSPM is available today and includes 25,000 emails per user, unlimited contacts and no seat limitations for \$59.99 per user, per month. For more information about CampaignerSPM and its features, visit <http://www.campaignercrm.com/en/spm-software>.

In conjunction with the release, Campaigner will also be issuing a Sales Playbook that will help organizations to maximize the data and functionality of CampaignerCRM and CampaignerSPM to create their own automated best practices. The playbook can be downloaded here: <http://www.campaignercrm.com/en/crm-software/resources/whitepapers/playbook/>.

### **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 CampaignerCRM at [www.campaignercrm.com](http://www.campaignercrm.com).

### **About j2 Global™**

j2 Global, Inc. (NASDAQ: JCOM) provides Internet services through its two divisions: Business Cloud Services and Digital Media. The Business Cloud Services Division offers Internet fax, virtual phone, hosted email, email marketing, online backup, unified communications and CRM solutions. It markets its services principally under the brand names [eFax®](#), [eVoice®](#), [FuseMail®](#), [Campaigner®](#), [CampaignerCRM™](#), [KeepItSafe®](#), and [Onebox®](#) and operates a messaging network spanning 49 countries on six continents. The Digital Media Division, created with j2 Global's November 2012 acquisition of [Ziff Davis, Inc.](#), offers trusted news and reviews of technology products on its web properties, which include [PCMag.com](#), [ExtremeTech.com](#), [ComputerShopper.com](#), [Toolbox.com](#) and [Geek.com](#). The Digital Media Division also operates BuyerBase®, an advanced ad-targeting platform; [LogicBuy.com](#), a leading provider of online deals; and Ziff Davis B2B, a leading provider of research to enterprise buyers and leads to IT vendors. As of December 31, 2012, j2 Global had achieved 17 consecutive fiscal years of revenue growth. For more information about j2 Global, please visit <http://www.j2global.com>.

### **Press contact:**

Cheryl Renton  
Marketing Communications Manager  
Email: [cheryl.renton@j2.com](mailto:cheryl.renton@j2.com)  
Website: [www.campaignercrm.com](http://www.campaignercrm.com)  
Twitter: @Campaignercrm  
Facebook: [Campaignercrm.com](http://Campaignercrm.com)

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