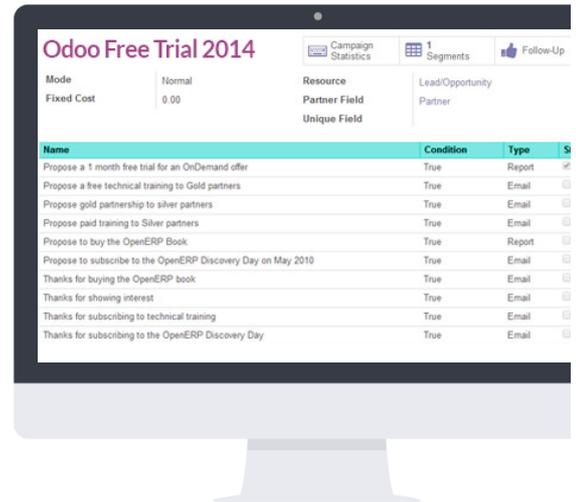# Drive Marketing Performance Up

Optimize campaigns from lead to close, on every channel.

your-company-name .odoo.com **Try now!**
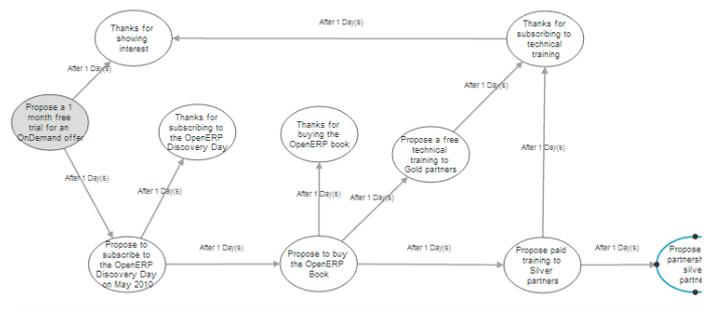
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Odoo Free Trial 2014

		Campaign Statistics	1 Segments	Follow-Up

Mode	Normal	Resource	Lead/Opportunity
Fixed Cost	0.00	Partner Field	Partner
		Unique Field	

Name	Condition	Type	S
Propose a 1 month free trial for an OnDemand offer	True	Report	✓
Propose a free technical training to Gold partners	True	Email	
Propose gold partnership to silver partners	True	Email	
Propose paid training to Silver partners	True	Email	
Propose to buy the OpenERP Book	True	Report	
Propose to subscribe to the OpenERP Discovery Day on May 2010	True	Email	
Thanks for buying the OpenERP book	True	Email	
Thanks for showing interest	True	Email	
Thanks for subscribing to technical training	True	Email	
Thanks for subscribing to the OpenERP Discovery Day	True	Email	

Lead Automation

Odoo's module "Lead Automation" provides you with a lead automation through marketing campaigns that are fully adaptable and customizable.

The campaigns are dynamic and multi-channels, allowing you to follow your marketing strategy in a way that fits your needs.

Marketing Campaign Management Software

Name	U.S. Segment	Filter	Leads from USA
Campaign	OpenERP Partner Channel	Launch Date	
Synchronization mode	Only records created after last svn	End Date	
Last Synchronization	03/21/2014 14:41:1		
Next Synchronization			

This powerful app will help you to drive the marketing performance up and to optimize campaigns from lead to close.
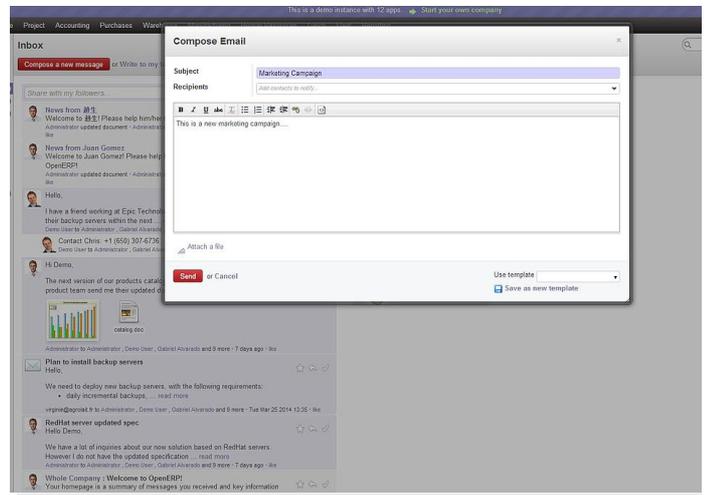
You can define segments and lead your campaign activities by specific area. Then you analyze the results to verify the performance of campaigns and their commercial impa
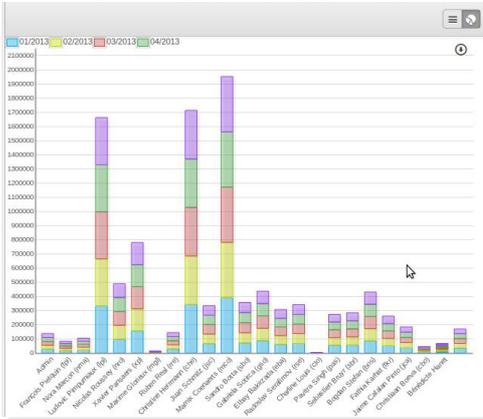
Create Your Own Email Marketing Campaign

Design marketing campaigns like workflows, including email templates to send, reports to print and send by email, custom actions and other examples.

Run your campaign in simulation mode to test it real-time or accelerated, and fine-tune it for the best results.

You may also start the real campaign in manual mode, where each action requires manual validation.

Campaign Statistics

Launch your campaign live and watch the statistics as the campaign does everything fully automatically.

Marketing campaign management system offers you to track statistics for each of your campaigns and have a full overview of your marketing activities.

2 million users run their business with Odoo

Jacky Lecuivre
President at Coppernic
(http://coppernic.fr/)

"" *Odoo allowed our company to efficiently manage a growth from a turnover of $2.4m to $15m in 4 years.*
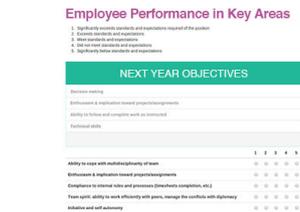
Fully Integrated with Odoo Apps
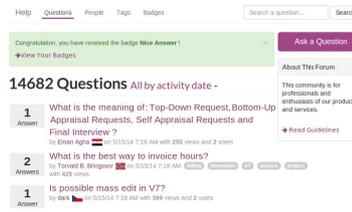## Get hundreds of open source apps for free

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Community Builder
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Events
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