

GoldMine for Marketing

You need a one-to-one marketing tool.

You need to know that your campaigns are driving qualified leads.

You need to automate your marketing and reduce time spent on mundane tasks.



With 10 years of proven experience, and over 670,000 users worldwide, GoldMine continues to be the most award-winning customer manager for sales and marketing teams.

"GoldMine is the foundation for our customer marketing. I would be totally lost without it."

Gayle Lipsig
Computer Education Resources

"We are a marketing/sales organization that represents other companies. This means that not only our management relies on the information provided by GoldMine, but also the management of the companies we represent. And, we aspire to use the best software for our marketing needs."

Becky Pennington
Lifestyle Change Communications

If you could build the ultimate marketing tool for your small to medium-sized business, you would create a tool that would automatically gather and pre-qualify leads, create and manage customized, targeted marketing campaigns and then have the ability to analyze those campaigns so you always knew which ones were working most effectively and efficiently.

GoldMine® 5.0 gives marketing people the power to focus on strategies instead of spending valuable time on routine, redundant tasks. It gives marketing teams a chance to be proactive and creative - driving powerful one-to-one marketing ideas and campaigns - rather than simply reacting to issues and playing catch up with your sales cycle. And with GoldMine Leads Analysis, marketing teams can easily assess the quality and quantity of leads being driven from each campaign.

Only GoldMine was specifically designed to bring the marketing and sales teams of small to mid-sized companies together- capitalizing on the full force of your marketing and sales efforts. By giving you unprecedented choices and options in automating your marketing communications, your marketing messages are easily transformed into unique and personalized marketing campaigns that will position your company first in your customers' minds, building strong customer loyalty and ensuring repeated business.

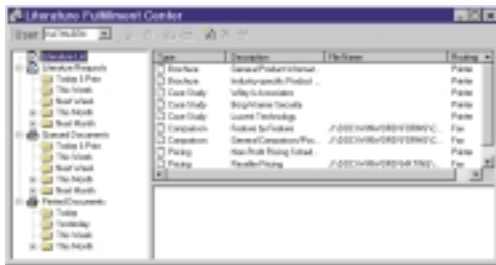
You don't have to build the ultimate marketing machine- GoldMine has done it for you.



GOLDMINE® 5.0

One-to-One Marketing

GoldMine® 5.0. The ultimate sales and marketing machine for small to medium-sized businesses.



GoldMine 5.0 will transform your marketing messages into personalized and targeted marketing campaigns that build relationships with your prospects and loyalty with your customers.

In addition, GoldMine will enable marketing to truly support sales—meeting every need a sales team has by delivering qualified leads with every detail necessary to close a sale.

GoldMine 5.0 Marketing Benefits:

Use the internet to leverage marketing efforts:

- Gather information on exactly who touching your Web site with Web Data Capture.
- Create specific marketing campaigns based on a prospect's specific profile.

Automate marketing with timed communication to your contacts:

- Automated Processes™ enables you to send targeted marketing messages 24-hours a day, 365 days a year.
- Automatically send out personalized marketing pieces.

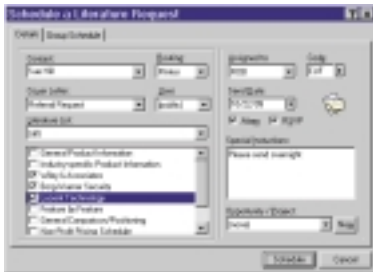
Respond quickly to product and sales inquiries:

- Keep track of what was sent to whom with the Literature Fulfillment Center.
- Make accessing and using important marketing materials easy and efficient.

Analyze the results of your marketing campaigns:

- Track and analyze responses, know what campaigns were effective and ensure that every lead is touched.
- Build customer loyalty and increase customer retention by truly understanding who your best customers are.

GoldMine is specifically designed for small to medium-sized business and will revolutionize how you market your business. GoldMine keeps the focus of your marketing team on making the most of every campaign and ensuring ROI on every lead.



Name	Leads	Closed	Ratio	Sales	Potential
Executive Summary	1	14	0.0	225	0
Product Information	86	14	0.16	4702	10000
Request for Proposal	67	11	0.16	3872	10000
Case Study	2	11	0.0	258	0
White Paper	10	6	0.6	178	0
Product Information	48	5	0.1	6753	0
Case Study	6	1	0.1	675	0
Request for Proposal	1	1	1.0	88	0
Product Information	90	8	0.2	3238	0
Case Study	6	1	0.2	288	0
Request for Proposal	88	13	0.1	6728	1000
Product Information	1	1	1.0	88	0
Request for Proposal	2	1	0.5	88	0
Product Information	88	8	0.2	348	25

GOLDMINE
Software Corporation
www.goldmine.com