

TopLine CRM Connector for BizActions seamlessly integrates your Microsoft Dynamics CRM database with your BizActions email newsletter service.

### What is BizActions?

BizActions is an email newsletter service providing expert, industry-specific content for markets such as financial professionals, attorneys and human resources.

### Integration with Microsoft Dynamics CRM

Increase the efficiency of your BizActions account by working directly in CRM. TopLine CRM Connector integrates your BizActions account with your Microsoft Dynamics CRM database in three ways:

- Send contacts from CRM to BizActions.
- Monitor BizActions click activity in CRM.
- Track unsubscribes in CRM.

### Manage leads. Close more business.

Enhance your customer communication and gauge reader interest in your BizActions newsletters by monitoring click activity in CRM. Capture new leads through click activity. If a new contact is discovered when the click activity report downloads to CRM, the new contact is added to your CRM leads table. Once in the leads table, you can develop an appropriate workflow in CRM to ensure timely follow up. TopLine CRM Connector leverages the power of BizActions and Microsoft Dynamics CRM to help you close more business!

### Gain peace of mind.

TopLine CRM Connector automatically updates your CRM database with unsubscribe data from BizActions. Stay in compliance with CAN-SPAM requirements and gain peace of mind with no manual maintenance needed.



*BizActions newsletters can be customized for many industries and business models including accounting, financial services, banking, manufacturing and legal practices.*



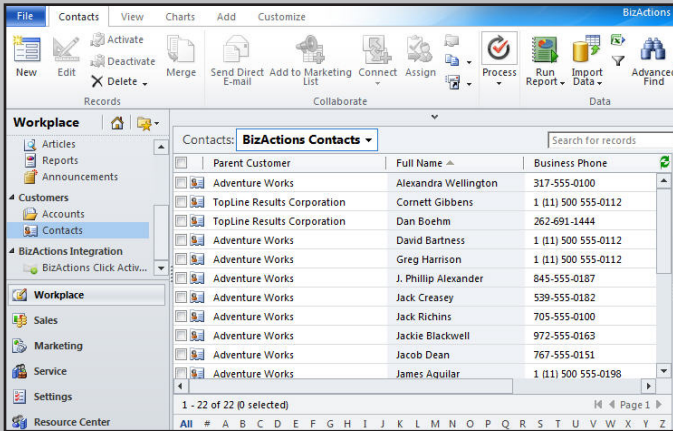
### Pricing

TopLine CRM Connector Subscription.....\$499  
Valid for 12 months • Save \$100 on your annual renewal  
Licensed per account • Up to 15 CRM users

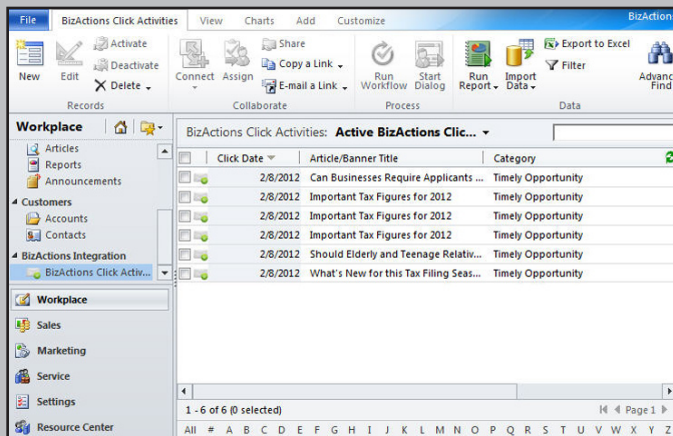
TopLine CRM Connector Large Account Subscription.....\$799  
Valid for 12 months • Save \$100 on your annual renewal  
Licensed per account • 16 or more CRM users



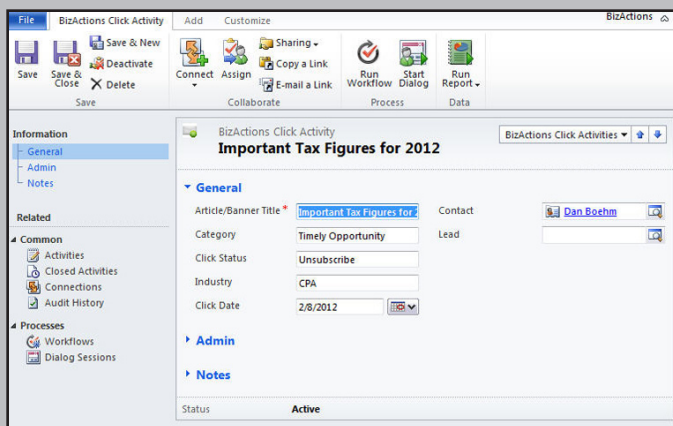
Screenshots



View of BizActions contacts in Microsoft Dynamics CRM.



View of BizActions click activity in Microsoft Dynamics CRM.



BizActions click activity detail view in Microsoft Dynamics CRM.

TopLine CRM Connector Features

Add Contacts

Select which contacts from your Microsoft Dynamics CRM database will be sent to your BizActions account. Contacts are uploaded once per day. If a contact does not already exist in BizActions, it will be added. If a contact already exists in BizActions, the data in BizActions will be updated with data from CRM. Contacts are matched based on their email address. In order to protect the integrity of the CRM database, contact updates are one-way only. Therefore, BizActions cannot update your CRM contact information.

Retrieve Click Activity

When a member of your BizActions list clicks on a link in a BizActions email newsletter, a click activity is recorded. These click activities are downloaded into your Microsoft Dynamics CRM database once daily for the prior day.

Track Unsubscribes

When a contact elects to unsubscribe from your BizActions newsletters, they are added to an unsubscribe list for your BizActions account. This list is downloaded into CRM once per day. The BizActions member email address is matched to a CRM contact and the *Bulk Email* field in CRM is set to *Do Not Allow*.

ABOUT TOPLINE RESULTS CORPORATION

TopLine Results Corporation has provided customer relationship management (CRM) expertise to clients in a wide range of industries since 1999. The company operates nationwide and specializes in Microsoft Dynamics CRM, Sage ACT!, and Sage SalesLogix. TopLine Results is certified as a Microsoft Silver Partner and a Sage Business Partner, Developer, Trainer and Hosting Provider. Our mission is to empower companies with customized CRM solutions which increase sales, marketing, customer service and overall business effectiveness.

REQUIREMENTS

TopLine CRM Connector for BizActions is compatible with Microsoft Dynamics CRM 2011. Requires an active BizActions account.

HOW TO BUY OUR ACT! ADD-ONS

To purchase our products, visit our e-store at [www.toplineresults.com](http://www.toplineresults.com).



Microsoft Partner

Silver Customer Relationship Management