

Pure360 announce integration with Sugar CRM

Submitted by: Fugu PR

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Pure360 (<http://www.pure360.com>) today announces their new integration with Sugar customer relationship management (CRM). Sugar is an easy to use CRM platform, used by thousands of businesses and is designed to help them communicate with prospects, share sales information, close deals and keep customers happy.

The integration allows Pure360 customers to keep their email marketing (<http://pure360.com>) activities in sync with their CRM, build more intelligent campaigns as a result of the insight they gain into their customer behaviour, and ultimately achieve the best possible ROI from marketing campaigns.

The new integration means that Pure360 now works with a number of insight driven technology platforms such as Faststats, Microsoft Dynamics and Salesforce, as well as basket abandonment software such as Salecycle and Predictive Intent. The ESP has also recently developed invaluable social media integration features such as Social register on Facebook and Posting to social media sites.

Adam Boulton, Pure360 Product Manager, said: "We understand how important it is to maintain a single customer view and we built this integration to help our users combine CRM customer data with the powerful segmentation and marketing automation features of our email, social and mobile platform."

He continued: "This integration further helps our customers create highly targeted and personalised marketing campaigns and deliver improved results, with Sugar CRM joining our comprehensive portfolio of CRM, ecommerce and analytics integrations."

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About Pure360

Pure360 is a results driven direct digital marketing provider, improving customer ROI via email and SMS marketing campaigns. Pure360 customers are not tied into any contract, but buy services based on their needs, and include leading brands such as Rightmove, Virgin and innocent drinks.

A member of the DMA, Pure360 is privately owned, having been established in 2001. Working internationally, with 90 people at its Brighton HQ, Pure360 is growing fast and was recently given the 'one to watch' company accolade following its impressive growth (by investment bank GP Bullhound). For more information go to www.pure360.com

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