


a d v a n c e d  n e w s TM

Stay on top. Stay in touch.

Successful business relationships are built on good timing and consistent communication.

Keep your direct email programs in-house without hiring a direct mail specialist. The **Advanced** *News* email system helps you stay in touch with your customers and prospects by automating the direct email process. At Polese Clancy, we use the tool to send out our Press Releases to clients, friends and prospects on a monthly basis.

The best part is it's simple to use, can be configured to send mail to a manager or supervisor for approval prior to release and can be set to distribute the mail at a certain date and time. So, you don't have to sit and wait until 4am if that is when you want to send the mail.

Integrated with **Advanced** *Contacts*TM, it is a top notch CRM system without the bulk of needlessly complex, off-the-shelf products that keep you at the office late at night.

Product Features:

- > Send Email Based on Category or Industry
- > Set up or Edit Template Messages
- > Post Sent Messages to Public Web Site Archive
- > Edit Publicly Posted Messages