

# The Deltek Vision Constant Contact Connector Email Marketing Done Better



## More Effective Marketing & Valuable Data for Your Sales Team

The Deltek Vision Constant Contact Connector enables your firm to populate Constant Contact with data directly from Deltek Vision CRM in a matter of minutes – automatically maintain consistency between the two applications. Save hundreds of hours of effort each year! Track email performance, build and monitor campaigns, manage contacts and leads, and much more.

## Point & Click Setup

The Deltek Vision to Constant Contact Connector utilizes the BlackBox Connector wizard for Deltek Vision.

The BlackBox Connector wizard is a simple point and click, no-code integration solution that brings data together. Connect and access industry leading software directly in your Deltek Vision system. The solution dramatically reduces integration time and is securely hosted. Through an annual subscription never worry about upgrades, software patches or hotfixes again!

## Feature Rich Application

- Create targeted lists in Deltek Vision Marketing Campaigns and push to Constant Contact
- Track individual Constant Contact campaign performance and sync response data back to Deltek Vision
- Keep Constant Contact data up-to-date with the latest information from Deltek Vision
- See aggregate and individual contact and lead email responses in Deltek Vision
- Each marketing campaign tracks opens, clicks, bounces, unsubscribes and forwards

## Benefits: Simple, Easy to Use

- Reduce duplication of entry
- Maintain consistent and accurate marketing data
- Track performance of email campaigns individually or comprehensively
- Receive insight on the latest statistics to improve future email messages
- Save hundreds of hours each year by consolidating disparate systems
- Leverage email results to further segment and target contacts and leads

POWERED BY:



**Blackbox**  
CONNECTOR

**Deltek**



# The Deltek Vision Constant Contact Connector Feature Sheet



The Constant Contact Connector helps reduce manual processes that marketers face every day while providing sales and client managers behind the scenes intelligence about customer interactions. Explore how the Constant Contact Connector can influence your marketing efforts:

## 1 Gain Intelligence from Email Campaigns

Marketing and sales gain unparalleled intelligence about customers and leads right within Deltek Vision's Marketing Campaign Info Center. Create more productive engagements by analyzing your contacts behaviors and interactions. Constant Contact automatically updates the Marketing Campaign Info Center in Deltek Vision with the statistics needed for you to understand the effectiveness of your email campaigns.

Track:

- Opens
- Clicks
- Forwards
- Unsubscribes
- Bounces
- Individual & aggregate email campaign results

General	Leads	Activities	Constant Contact Responses	Contacts	Opportunities	Projects	Files
Total Emails Sent	# of Clicks	# of Opens	# Bounced Emails	# Unsubscribed			
12	2	3					
% Clicked	% Opened	% Bounced	% Unsubscribed				
16.66667	25						
Individual Outbound Campaigns							
Generate Metrics	Outbound CampaignName	Date	Type	Clicks	Opens	Bounces	U
<input checked="" type="checkbox"/>	FSP Newsletter Test 1		Email	1	2		
<input checked="" type="checkbox"/>	FSP Newsletter2		Email	1	1		

## 2 Eliminate Manual Importing & Exporting

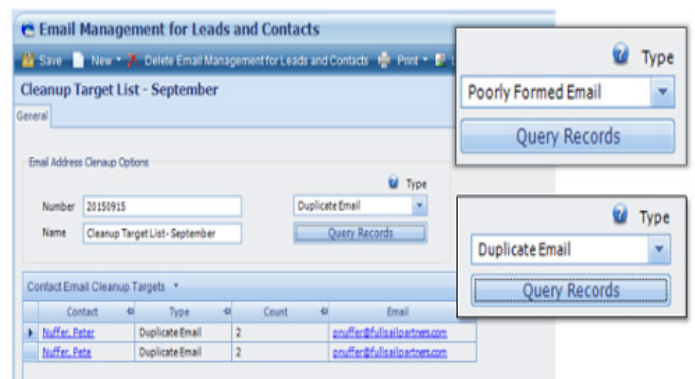
Create highly targeted email segments in Deltek Vision and populate a list of contacts in Constant Contact with the push of a button! Once ready, collect email responses on-demand or via scheduled workflow.

## 3 Connect Custom Fields

Using custom fields in Deltek Vision? Not a problem! The BlackBox Connector wizard's advanced mapping technology allows you to identify the critical fields for your firm.

## 4 Reduce Email Mistakes

Leverage the power of the Email Management Center to weed out duplicate and poorly formatted email addresses. The Email Management Center is a User Defined Info Center included with the Constant Contact integration allowing you to improve data accuracy in your Deltek Vision CRM system.



To learn more, visit [www.blackboxconnector.com](http://www.blackboxconnector.com) – *Bringing Data Together.*