

IntelliClick eTrack and WebNav Provides Enhanced Call to Action Tracking, Alerts, and Integration for Goldmine eMarketing Solutions.

IntelliClick eTrack and WebNav provides enhanced call to action tracking, alerts, and integration for Goldmine emarketing solutions.

March 9, 2010 (FPRC) -- GLENVIEW, IL – Business Automation Solutions, Inc., providers of the IntelliClick professional tracking solution for Goldmine email tracking, has recently released updated eTrack and WebNav modules. Now companies can instantly act on the results of their GoldMine email marketing 'call to action' campaigns and close the loop between marketing and sales to successfully convert prospects to customers.

The IntelliClick eTrack module improves email marketing for Goldmine by tracking click results, sending alerts, and providing instant CRM software integration. New features allow for 'one click' calls to action, including literature fulfillment, event registration, referrals to a friend and requests for call backs.

Goldmine email marketing users can further track and analyze the results of their campaigns with the WebNav module for IntelliClick. This system tracks viewed pages and visitor frequency to give site owners a comprehensive picture of their campaign results.

'Goldmine email marketing users receive the optimal return on their investment because IntelliClick doesn't charge additional fees for each user with access to the system or for each message sent. Instead, users pay only for results tracked with our software,' said Pamela Pearl, Director of Marketing for IntelliClick.

IntelliClick gives eTrack and WebNav users an annual subscription that comes with a pool of tracked units, or a premise install option for a fixed investment. Premise allows unlimited tracking for those working with larger tracked activity volumes. Companies seeking more information can visit IntelliClick at <http://www.intelliclicksoftware.com>

About Business Automation Solutions, Inc:

GoldMine consultants since 1995; and the developers of IntelliClick which provides solutions to make Goldmine eMarketing easy and hassle-free. IntelliClick allows companies to send campaigns right from their own database and sends the results directly back to Goldmine for timely follow-up.

Contact Information

For more information contact Pamela Pearl of Business Automation Solutions, Inc
(<http://www.intelliclicksoftware.com>)
847-291-7320

Keywords

[Goldmine email tracking](#)

[GoldMine email marketing](#)

[Goldmine email marketing](#)

You can read this press release online [here](#)