

# VAI ENHANCES ERP SOLUTION WITH LAUNCH OF VAI MARKETING CLOUD

Powered by ActiveCampaign and S2K 6.1 Upgrade

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VAI, a leading ERP software developer, announced that it has launched S2K Marketing Cloud Powered by ActiveCampaign, a leader in marketing automation. The new S2K Marketing Cloud Powered by ActiveCampaign integrates with its S2K Sales Force CRM solution to automate and streamline marketing, sales, and business functions.

S2K Marketing Cloud Powered by ActiveCampaign is a marketing automation tool, enabling marketers to do more with email marketing. Based on the actions and behavior of subscribers, users can add tags to their profile that will allow marketers to target specific contacts based on their buying behavior. With this powerful tool, marketers can segment their lists to drastically improve the effectiveness of their email campaigns.

“S2K Marketing Cloud Powered by ActiveCampaign unites your marketing and sales teams around a single process that will ensure that you never miss a chance to follow-up on a potential opportunity,” said Joe Scioscia, VP of Sales at VAI (News - Alert). “By leveraging automated marketing tools that send relevant targeted messages, companies can increase traffic, convert more leads, win more customers, and turn them into promoters that grow their business.”

The contact database in S2K Marketing Cloud Powered by ActiveCampaign and S2K Sales Force CRM are always in sync, so marketing can pass leads to sales and sales can pass customer information to marketing, without any manual entry. Sales representatives get instant insight into the content a lead or customer has consumed, what links they

have clicked on, and what web pages they have visited. In addition, you can automate lead scoring so that sales representatives are only notified when a lead becomes hot. Activity data stored in the marketing syncs up to S2K Sales Force CRM, providing an enterprise-wide view of all interactions with customers and prospects while helping marketers make more informed decisions.

To further support critical business functions, VAI launched the 6.1 upgrade for its flagship S2K Enterprise ERP solution. The upgrade features a restructured, simplified user interface designed to be more user-friendly. Additionally, new features and functions have been added to S2K Warehouse, S2K Suggested Purchasing, S2K Mobile, and S2K Analytics, further enabling VAI customers to achieve business excellence.



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