



# eMarketing with a contact database that's always accurate and up to date

## Zero data-entry required

Combining Concep and Client Sense enables you to strengthen your client relationships with insights and automations simply not possible with an eMarketing, ERM, or CRM solution alone.



### Reach the right people

Stay front of mind with up to date and accurate email marketing lists. Whether you're inviting people to events or increasing your content's reach, you can rest easy knowing no key people have been overlooked.



### Increase engagement

Segment your contacts into dynamic groups based on who they know within your firm and the strength of those relationships, demographics including location, industry, and job title, and by the campaigns, content, and events they've engaged with in the past.



## Measure what matters

Measure the impact your emails, content and events are having on business activity and engagement, enabling you to prioritize and plan accordingly.



## Improve data quality automatically

Automatically capture external contacts, who they know, their interactions, titles, addresses and more with zero data-entry required, helping your firm manage and protect the relationships that drive revenue.



*“Concep has allowed us to automate a third of our email campaigns and realize tremendous time savings - time that can now be used to increase content marketing and focus on other substantive projects.”*

Chief Marketing Officer, Cole Schotz



*“Client Sense has been simply amazing! Not only did it take less than a day to implement, but the benefits for our Management, Marketing and IT teams were realized in just days.”*

Chief Information Officer, Macpherson Kelley

[Click here](#) or scan the QR code to request a demo.

