



Unleash the full power of CRM and eMarketing purpose-built for law firms

Improve your client relationships with advanced personalization, in-depth analytics, and seamless automations, giving you more time to focus on what's important.



Get up and running quickly

Unlike other eMarketing solutions, Concep integrates directly with Upper Sigma. So, implementation is quick and easy, and you'll be benefiting from their combined power in no time.



Grow engagement

Efficiently segment, target, and personalize your emails using the data within your CRM. Sidestep time-consuming spreadsheet work and directly track engagement metrics like views, clicks, and unsubscribes.



Manage lists easily

Concep enhances Upper Sigma's robust list management capabilities, making it a breeze to pull in and segment lists with specific filters. Plus, contacts who have opted out are automatically excluded, ensuring compliance and accuracy.



Streamline event and webinar management

Automate your entire events process, from list management to invitations and RSVPs. Custom fields for events can be easily managed in Upper Sigma and synced with Concep, ensuring seamless tracking. Plus, attendance data from Zoom and GoTo is synced directly back into your CRM.



Bridge the gap between marketing and business development

Drive business development with custom reports and dashboards that combine CRM and marketing data for actionable insights. View your most engaged accounts and contacts within Upper Sigma and track engagement data in real time. Plus, Upper Sigma users can view email campaigns sent to specific contacts directly within the CRM.



Manage preferences seamlessly

Capture and sync preferences effortlessly. Concep provides auto-login for contacts from email to preference management, ensuring a smooth and personalized user experience.

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

