

CoolLife.io



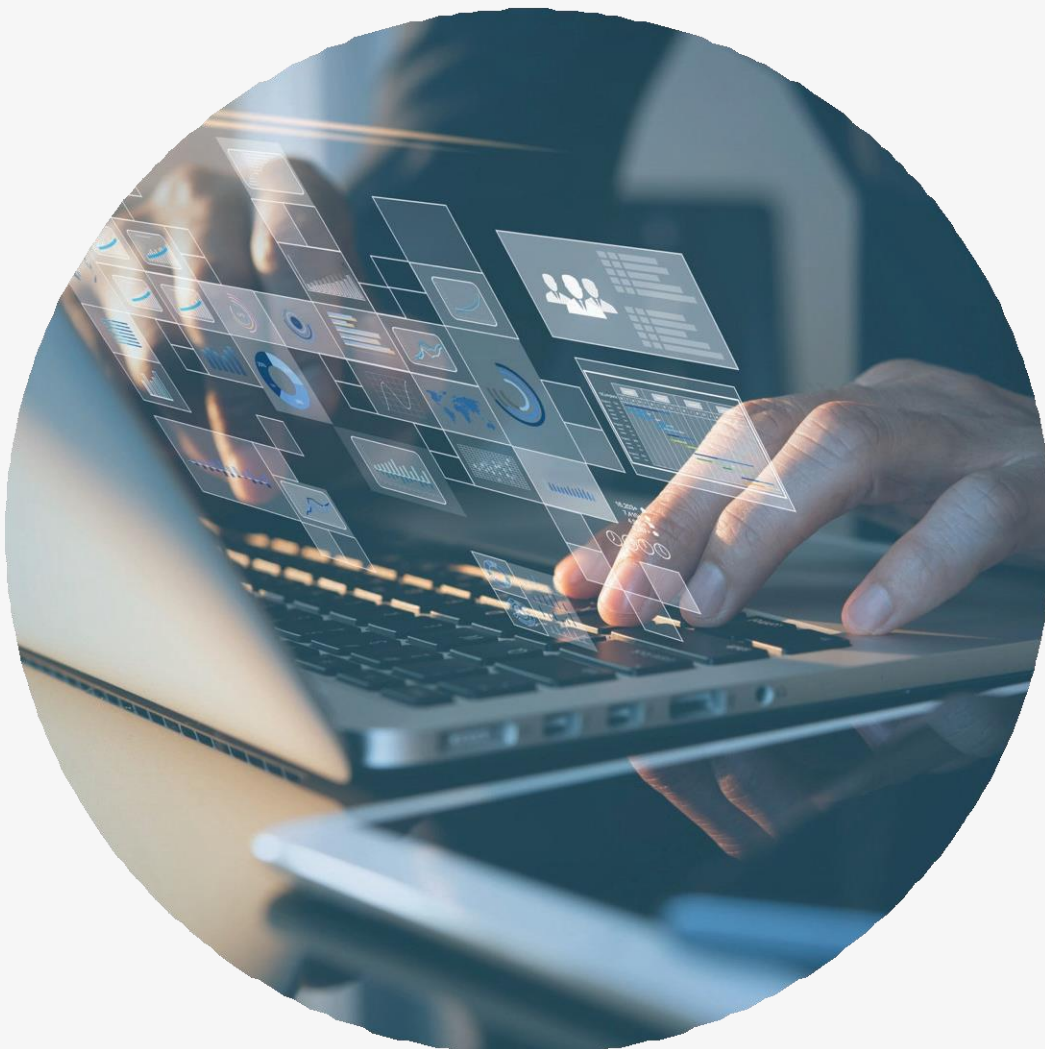
Builds The **Engine**
That Drives Your
Business Forward

Turn **Your Data Management**
Costs into a Machine of Success.

Sales, marketing, transactions, finance is all based in Data. How you manage that data is a cost you have to absorb without any say in the matter. But is what you get for that cost the right solution?



How do I turn
this necessary
expense into
an asset of productivity?



**An application built to
Supercharge your Business.**



360° CRM

All of your relationships have one frictionless interface. Create, track, and grow your connections, always knowing where they are in your process.

Sales & Marketing


Create, automate, and track complex marketing and sales initiatives without the complexity, and stay connected to your customers.

Data & Reporting

Always know where your business stands with customized access to all your information at the click of a button.

Storage & Security

Add "Chain of Custody" to your most critical information with top-of-the-line data storage, security, and tracking.



All the pieces you
need to run smoothly.
on a simple,
to use
solution that
works for
YOU.

Coollife.io
is designed
to give you
full control
over your
business
with the
tools that
drive
growth,
and
results.



What makes us different?

Sales Performance Management (SPM)

SPM is an integrated framework that enables companies to plan and model sales strategies. It ensures the timely execution of sales initiatives while ensuring front-line salespeople and decision-makers have visibility into performance.

Robust Customer Relationship Management (CRM)

Having your data in silos is costing you more than you realize because of missed opportunities and not having a holistic view of your customers and related marketing campaigns. Moving your data out of silos and into a centralized database improves communications with your customers. It provides a centralized view of how customers interact with your brand.

Dynamic Reporting

Real-time reporting dashboards provide you and every user - from administrative to sales and up through management - a focused and intuitive look at your data and marketing campaigns. Create a report with the Report Wizard to grant access to your data presented in usable views. Quick access to your frequently needed reports is on your dashboard. Then, every time you log into the system, your information will be updated, reflecting all current transactions and data in real-time.

Integration

Although Cool Life CRM is a complete 360° Marketing Solution and CRM, some businesses require additional systems to perform day-to-day operations. Cool Life CRM has embraced and proclaimed the value of real-time data and, by doing so, has created an open Application Programming Interface (API) to communicate with outside data sources and companies. Cool Life CRM offers seamless integration with Gmail's IMAP, Microsoft Outlook, Gmail, and other mail clients, enabling one-to-one communications to be recorded and tied to individual records within the system.

Content Management System (CMS) Marketers agree that having a website that is not flexible creates headaches and contributes to users' poor experiences. Cool Life has the tools and functionality to update easily and support responsive websites. Publish forms and landing pages essential to the quality of incoming data. The tool enables users to build compelling, high-conversion landing pages and custom forms. The forms and landing pages are tied directly into your CRM, meaning that when visitors submit their information, they're automatically updated within your CRM, initiating the action or sales cycle.

Campaign Management

Email Marketing has never been easier. Cool Life CRM has taken the complexity of email marketing and made it more intuitive with a template library containing compelling email designs produced for high click-through rates. Additional features include your database and email marketing system in one location, saving users time by not having to upload lists. Segment your database, create the email campaign, and deploy! Post-deployment reports are updated in real-time and provide insight into the email's performance.

API Integration

Cool Life CRM has established relationships with some of the industry's most reliable professional and Internet service providers. Our relationship ecosystem extends access to many platforms. Cool Life CRM has a published API that enables our solution to connect seamlessly with any third-party vendor in real-time.

**Your
business
runs on
information.
Please call
with your
questions.**

**(800) 988-8850
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