

Manage your campaigns more efficiently with Spoke 5.7

Version 5.7 includes:

1. Filter search results by “Reachable” people
2. “Scrub” your lists for contacts that fit your campaign

Read on for more details!

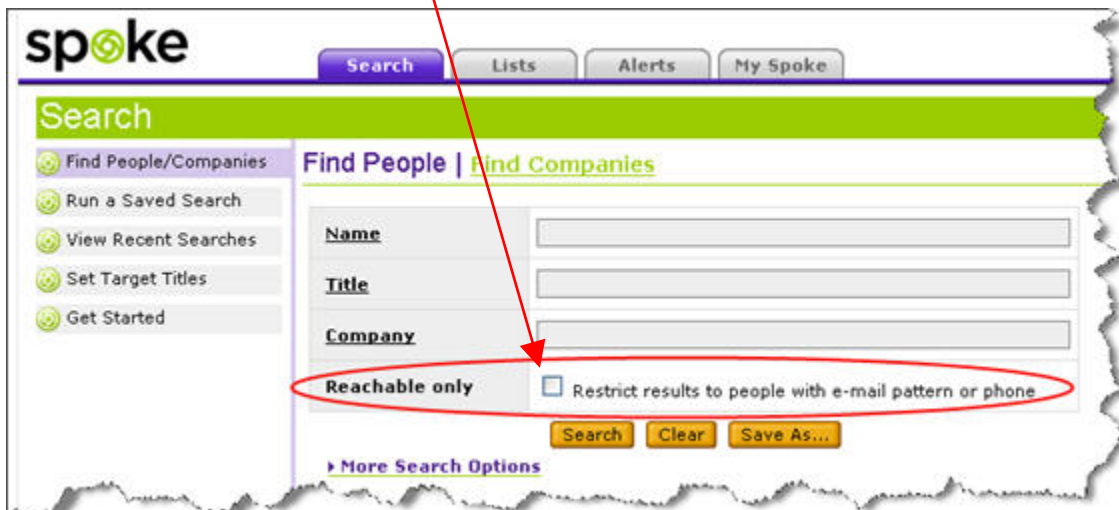
In Spoke 5.7, we have included several features that make it easier to narrow down your search results to people you can reach via either e-mail or phone, to increase your efficiency in managing your marketing or sales campaigns.

1. Filter search results by “Reachable” people

Spoke provides many different kinds of information on the contacts in our network. In many cases we provide not only a name and title, but also a corporate phone number and e-mail pattern that allow you to contact your prospects. If you are searching for people that you need to reach via phone or e-mail, you can now filter your search to show only records that include this contact information.

To filter your search:

- Click the Search tab, or “Find People/Companies” from the left nav bar.
- Enter your search criteria.
- Click the “Reachable only” checkbox on the search page.
- Click the “Search” button.



2. “Scrub” your lists to keep only people your campaign can reach

If you are running many different kinds of campaigns, you may want to store your search results in a single list and filter it later. Spoke’s new “Scrub” feature allows you to remove records from your list if they are missing certain pieces of information you require for your campaign, such as phone number or e-mail pattern.

To scrub your lists:

- Click the Lists tab.
- Choose the list you wish to scrub.
- Select “View by People” from the dropdown at the top.
- Click the “Scrub List” button.
- From the popup, choose the information you require for your campaign. Only records with that information will be retained in your list.
- Click “OK”.

