

“Constant Contact will listen to you and help you design something that will work for you and your customers. Our development process was swift and easy.”

LIFT Networks™ – Constant Contact® Partnership Gives Customer Loyalty and Marketing Promotions Company a LIFT by Adding Integrated Email Marketing to Subscriber Services

LIFT Networks offers customer loyalty and marketing promotions products and services for retailers, restaurants, and other businesses, including access to an online rewards card program. “We are a multinational organization servicing independent retailers in 34 market spaces,” says President Dyson Barnett, who is based in the company’s Tampa office.

“Merchants who use our system are restaurateurs, day spas, and hair, nail, and tanning salons. We also work with other service providers, from tire and quick lube garages to hospitals and doctors, to entrepreneurs. Our customers run from A to Z.”

LIFT Networks’ subscribers all share a need to communicate regularly with customers. “Email marketing made good sense as a solution to help these businesses support their loyalty marketing efforts and drive foot traffic to their shops,” Barnett says. “Our challenge was finding a company with a web services team who would work with our developers to integrate email marketing into our Online Data Center and dashboard.”

That’s where LIFT Networks’ partnership with Constant Contact comes in.

Challenge: Integrate Email Marketing with a Customer Database and Dashboard Interface

LIFT Networks needed to develop a way for customer information to easily flow between their Online Data Center and an email marketing program. “It didn’t make sense to duplicate a mailing list,” Barnett says. An email marketing program also had to operate within the LIFT dashboard, so subscribers could manage one customer mailing list, send email campaigns, and track results—all within the LIFT Networks system.

“When we were looking for an email marketing partner, three things were important,” Barnett says. “Number one, we wanted a company who could identify with and understand our customer base.



Partner at a Glance

Company: LIFT Networks™

Location: Camarillo, California

Services Provided: Customer Loyalty & Marketing Promotions

Tools & Services for Restaurants and Other Retailers

In Business: Since 2007

Employees: 32

More Information: www.liftbusinesssolutions.com

Business Partner Since: 2008



Constant Contact[®]
Connect. Inform. Grow.

LIFT Networks

“Teaming with Constant Contact gives you a leg up over your competition. The tools you can offer your customers add value to your service.”

Number two, we needed functionality within our data center and ease of use for our customers within our dashboard. And number three, we relied on word-of-mouth recommendations.

“The name that kept coming up over and over again was Constant Contact.”

Business Partner Program Advantages: Email Marketing Works with Online Customer Data Center and Seamlessly Integrates with Dashboard Interface System

Constant Contact worked with LIFT Networks’ developers to integrate email marketing into the total LIFT environment. “The development process was swift and easy,” Barnett says. The teams were able to facilitate the two-way flow of customer data between the two software programs and put email marketing at subscribers’ fingertips within the LIFT dashboard.

“Now, when our subscribers sign up for a Constant Contact email marketing account, the Custom List Generation Wizard populates their mailing list from customer data stored in our database,” Barnett says. “They can push and pull customer information between the Online Data Center and Constant Contact.”

Access to Constant Contact is as simple as a navigation link within the LIFT dashboard.

“With just a few clicks, our subscribers can communicate with their audiences more professionally, faster, and more affordably than trying to do mass mailing in Outlook or Eudora.”

“Constant Contact’s team is there to support us and our customers,” Barnett says. “They take away the question marks and replace them with exclamation points. It’s like giving our customers a full-fledged marketing support team, with LIFT Networks and Constant Contact behind them.”

Results: LIFT Networks Plans to Release New Products With Integration of Constant Contact Email Marketing

LIFT Networks’ subscribers now use Constant Contact to send email newsletters, coupons, sales announcements, and other professional communications to their customers. “The beautiful thing is they can now do all that within our console,” Barnett says. Email marketing supports subscribers’ customer loyalty programs, giving merchants a much-needed edge without taking too much time or exhausting their marketing budgets.

“For the retailer, the impact is obvious: Spend less time. Make more sales. It’s that simple. And that’s the equation we’re looking for. You can’t ask for a less expensive vehicle with an unbelievably simple template approach.”



LIFT Networks

LIFT Networks is currently working with Constant Contact's API's to integrate email marketing and online survey capabilities into newer versions of their customer loyalty marketing products. "The impact for our business is going to be amazing," Barnett says. "We're working on releasing some extraordinary new products that will integrate Constant Contact Online Survey, so our merchants can really know what their customers think of their services.

"Now we have that extra edge in being able to offer a complete marketing toolkit for your retail business that includes email marketing within our console. Constant Contact has enabled us to empower our customers with email marketing and use it to expand their sales opportunities."

Tip for Other Business Partners:

"If you're looking to partner with a great team of email marketing experts—turn your heads and look at Constant Contact," Barnett says. "If you're thinking about integrated services through API, what better solution could you ask for than something simple that can quickly plug into your back-end and amplify what you do?"

"Constant Contact API's make it easy to succeed. The team is willing to listen to you and your customers. To the business partners who are out there looking for the right email marketing service provider, talk to the people at Constant Contact who've been successfully doing it for years."