# PRESS RELEASE

## RedHorse Systems new RedHorse CRM v6.0 Integrates with Constant Contact

RedHorse Systems announces the release of RedHorse CRM® version 6.0 with Constant Contact® Integration.  This newest release comes loaded with enhancements and features effectively leaving its closest contenders in the dust.

**La Quinta, CA, November 21, 2013**

**Click-Thru Results at Your Fingertips with RedHorse CRM Version 6.0**

Incorporating Constant Contact into the line-up of RedHorse CRM integration tools enhances the scope of the already "feature heavy" product.  The valuable analytical tools gained with the integration of Constant Contact allow users to track the success (or failure) rate of every email marketing campaign. Constant Contact then further extends the marketing capabilities of its users into the realms of social media marketing, event marketing, digital storefronts or online surveys.  Measured results replace costly trial and error marketing methods.

Automatically upload contacts, configure campaigns, and monitor outcomes in minutes.  Users can see which templates are most successful, what timing works best, the optimum number of launches, what response ratios are achievable and where click-thru's occur, all in RedHorse CRM.

This newest integration means CRM users no longer need to wonder where to concentrate marketing efforts, manpower, time or money.  Companies can manage their teams and their entire organizations more effectively by knowing which actions result in leads, which efforts result in finding new customers, which marketing campaigns drive repeat business, and which are successful at generating referrals.

When the numbers are in, dashboards allow you to visualize your results with fully customizable and easy to read charts and grids.  Compare across campaigns, check returns on your marketing investments and share the information instantly and conveniently.

Connie Galligan, CEO and founder of RedHorse Systems says the fully customizable software saves time and money and builds profitability by increasing efficiency. "It is much easier to function when the full relationship with your customer, from first contact to close of sale, delivery, retention and referrals, is available in one place and can be accessed by everyone in your organization."

A second but no less impressive update in the new version release is the ability to connect web documents like those stored at Google docs and Dropbox. The new enhancement provides users the opportunity to maintain and access documents out on the web where they can be shared and updated by any number of colleagues. The new feature both simplifies and expands the ability to share and integrate information.

Market comparisons reveal RedHorse is at the forefront of small to medium business CRM software, priced well below the closest competition while topping all others in number of features, customization capabilities, and ease of use.

To find out more about RedHorse Systems and its products, call the company at (888) 831-9012 or visit http://www.redhorsesystems.com. Follow us on Twitter at @RedHorseCRM. Like us on Facebook at RedHorseSystems. RedHorse CRM is sold through a network of dedicated Value-Added-Resellers who configure the software to match each client's business processes.

**ABOUT REDHORSE SYSTEMS INC.**
RedHorse Systems is the developer of affordable software for small and medium sized businesses (SMB). RedHorse CRM integrates closely with Microsoft® Outlook®, Intuit® QuickBooks®, Google® and Constant Contact® to create a complete business system containing the ability to produce quotes, proposals, automatic bookings, tickets, and project management, as well as marketing campaigns that include lead tracking. CRM information can be synced to mobile devices.

**CONTACT**
Connie Galligan
RedHorse Systems, Inc.
www.redhorsesystems.com
Phone: (888)831-9012