



# PRESS RELEASE

## RedHorse Releases New Marketing Automation Capabilities, Including Email Open and Click Results

RedHorse Systems announces the release of RedHorse version 7.8, the only premise CRM platform that gives businesses powerful marketing automation capabilities.

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### **RedHorse Adds Email Marketing Intelligence**

For ten years RedHorse has provided a comprehensive business management and customer relationship management suite to small and medium-sized businesses. It offers a very broad range of functionality via a single application interface, and bucks the current trend for cloud-based SAAS applications by running on a locally-hosted Windows server.

Along with many CRM platforms, RedHorse has offered outbound email delivery for several years, but recently a new breed dedicated “marketing automation” software has offered a new level of intelligent, responsive functionality. Essentially, marketing automation enables businesses to customize their outbound marketing campaigns in real time in response to prospects' actions.

Until now, this type of automation has required a subscription to premium dedicated software such as InfusionSoft or HubSpot, but now RedHorse has become the first major premise based CRM platform to include the powerful functionality.

Connie Koch, RedHorse's founder, explains why the company was so keen to include marketing automation in its Business Management suite:

“For the past twenty years, email marketing has been seen as a broadcast medium: sending the same message to a whole list and hoping it resonates. To us, that's like marketing in the dark! Recent developments in software have proven that it is possible to make campaigns responsive and intelligent. For example, if a prospect clicks a link, visits a web page, or responds to a survey — or chooses not to take those actions — that's intelligence that we can use.

“The bottom line is, using email as a direct-response medium gets better results than using it just for broadcasting a message. That's why it was very important for us to find a way to deliver smart email automation to our customers in a cost-effective way.”

Koch and her team have now linked the RedHorse platform to MailGun, a powerful email delivery service that — crucially — will feed all data on user responses directly back to RedHorse's SQL database. She describes why that is important to many business owners:

“Many of our customers choose RedHorse specifically because it gives them total ownership and control over their sensitive business and customer information. They simply would not be comfortable trusting that data to a third party. To our knowledge, RedHorse is the only product on the market today that combines this degree of marketing automation with a self-hosted database.”

#### **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 viewed on and synced to mobile devices. For more information, visit our [website](#), like us on [Facebook](#), connect to us on [LinkedIn](#), and follow us on [Twitter](#).

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