



Press Release Contact Information:

Paddu Paddu
Anagha Group
Anagha Group
E-Mail: [Email us Here](#)
Website: [Visit Our Website](#)

LeadPro Integrates Google Analytics Tracking With Email Marketing

Customers of LeadPro Email Marketing and Lead management service can leverage its newly released feature to integrate their email marketing campaigns with Google Analytics tracking to measure the effectiveness of the email campaigns in terms of site visits, conversion rate, and campaign ROI.

/24-7PressRelease/ - TROY, MI, March 28, 2008 -- LeadPro247.Com, a division of Troy based Email Marketing, Lead Management and marketing technology services firm, announced the integration feature of LeadPro with Google Analytics tracking service. Customers can leverage the free Google Analytics reporting for measuring the ROI on email campaigns by tracking the visitors originating from the email messages sent by LeadPro.

Each email campaign sent through the LeadPro service (www.LeadPro247.Com) is parsed and the URL links are converted to match with the Google Analytics tracking requirements. Customers can turn on or turn off this integration feature depending on the email campaign. LeadPro passes the campaign identifier information and Google Analytics interprets these tracking tags to provide traffic reports by medium, source and campaign.

Ecommerce customers using LeadPro email marketing service can measure the exact ROI in dollar terms by bridging the clicks and conversion data. Lead Management suite customers can track the lead conversion statistics and fine tune the future email campaigns as required.

LeadPro Enterprise Edition Customers will avail the Google Analytics Email Tracking feature free of cost. Express Edition customers can choose it as an optional feature. LeadPro will add more resources and support in the near future to educate the small and medium sized businesses so that the free Google Analytics can be leveraged to increase their ROI on email marketing. More information on this service can be obtained from <http://www.LeadPro247.Com/resources/google-analytics-leadpro-integration.aspx>.

About LeadPro

LeadPro247.Com, a division of Troy based Anagha Group (www.AnaghaGroup.Com), provides the entire range of services in email marketing and lead management domain. Since the LeadPro tool is an integrated database, customers can capture leads, organize email campaigns with professionally designed HTML and text email newsletters and promotions, track the results, measure the campaign effectiveness and get a unified view of their prospects and clients. LeadPro is provided as a subscription based on-demand service suitable for all sizes of business organizations.

With no commitments or long term contracts, customer can utilize the 30 days trial period to test drive the service before signing up for the pay-as-you-use subscription service. Enterprise level customers can avail custom services and configuration support for integrating lead management and email marketing. LeadPro provides enterprise class services at affordable price. Advertising agencies, marketing service firms, lead generation web site services and direct marketing agencies can leverage the LeadPro service to significantly improve their online marketing capabilities on behalf of their clients.

Anagha Group is a marketing and sales technology services provider. Other services provided by Anagha Group include event operations and administration solutions, membership management, event registration, payment processing and analytic solutions.

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Contact:

Paddu
Anagha Group
Troy, MI 48084
United States.
877-9-LEADPRO
Sales@AnaghaGroup.Com

