



## Flight Plans Checklist



Can I send a mass email from my company's email server (without added step)?



Can I send to over 150 people at a time?



Can I include multiple stages to a mass email?



Can I build a drip campaign (multi-stage mass email) directly within my email client?



Can I set conditional filters based on engagement for each stage of my drip campaign (i.e. "send next stage in 3 days if no reply")?



Alternatively, can I upload contacts via a .csv file?



Can I add a CC or BCC?



Are there rich formatting abilities for my email content?



Can I preview each stage of my drip campaign? And edit the recipient list and/or message preview?





Can I track clicks on URLs within my emails?



Can I access real-time analytics showing me opens, clicks, replies, and bounces?



Can I sync my email campaign to report engagement back to CRM automatically?



Can I manually remove people from my campaign after a stage sends, but before the next stage?



Can I save my campaign as a template for future use?



For templates, can I edit individual messages within each stage?



Can I limit inexperienced team members from using this functionality?



## About Cirrus Insight

Cirrus Insight is the #1 sales application on the Salesforce AppExchange. Cirrus Insight helps drive productivity and performance by bringing Salesforce into Gmail and Outlook and mobile where salespeople work.

## Contact Us

Start a free 14-day trial, join a webinar, or schedule a 1:1 live demonstration at [www.cirrusinsight.com](http://www.cirrusinsight.com)

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