

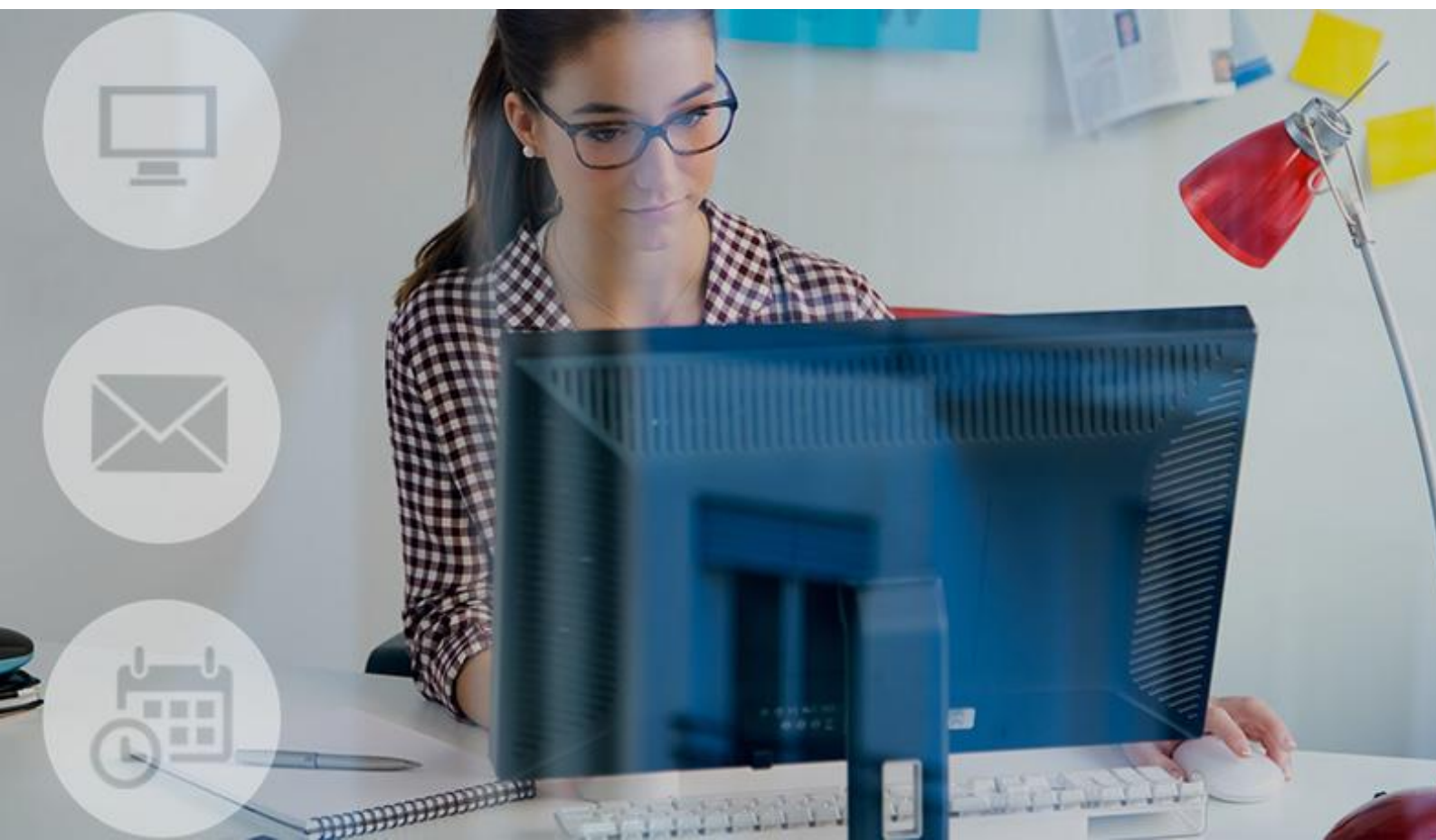
# Vuture and OnePlace



## CRM INTEGRATION

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# Overview

Vuture is the leading marketing automation platform for professional services, used by over 50% of all enterprise law firms globally.

Of those firms using OnePlace, a majority are combining it with Vuture to create one effective digital marketing platform.

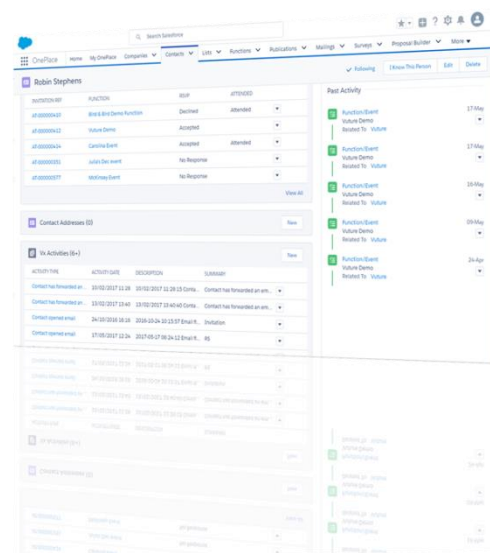
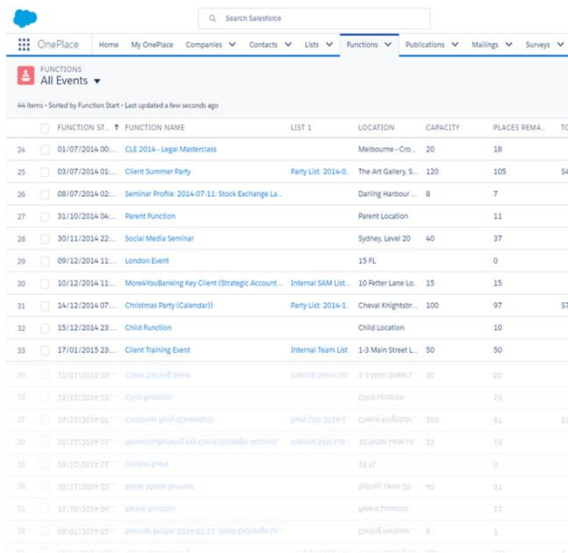
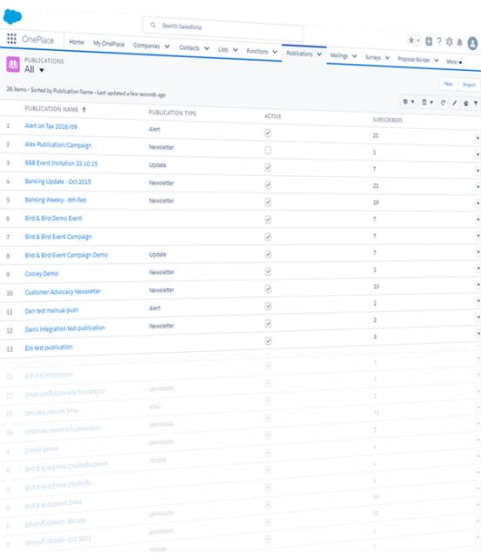


# Email Marketing

Functions (events) and publications are **automatically available** within Vuture and allow for mail sends to both list types.

ACTIVITIES WRITE AUTOMATICALLY TO ONEPLACE, INCLUDING:

- Mail sent
- Mail opened
- Mail forwarded
- Preference change
- Subscriptions
- Unsubscribes

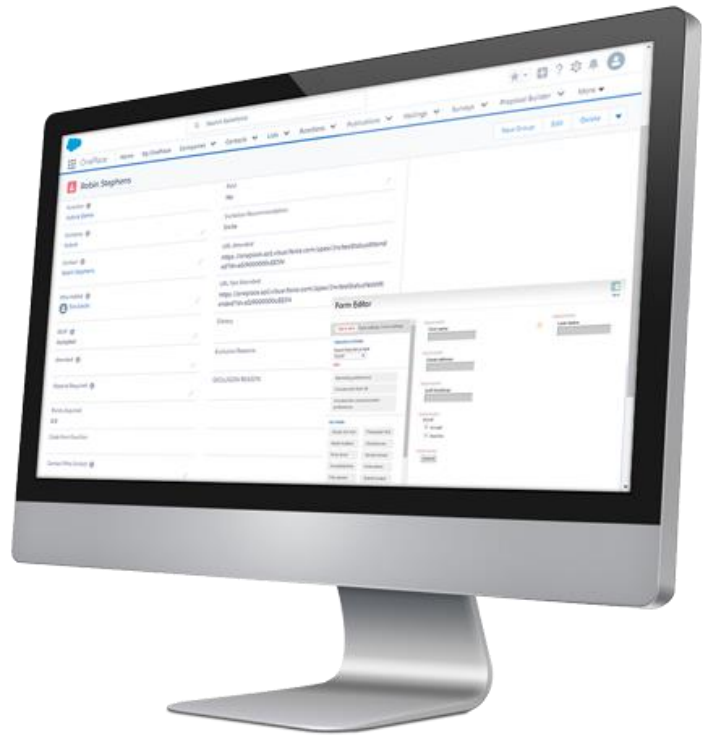


Clients can automatically manage their preferences and opt-outs, with changes immediately reflected in OnePlace for future mailings.

# Event Marketing

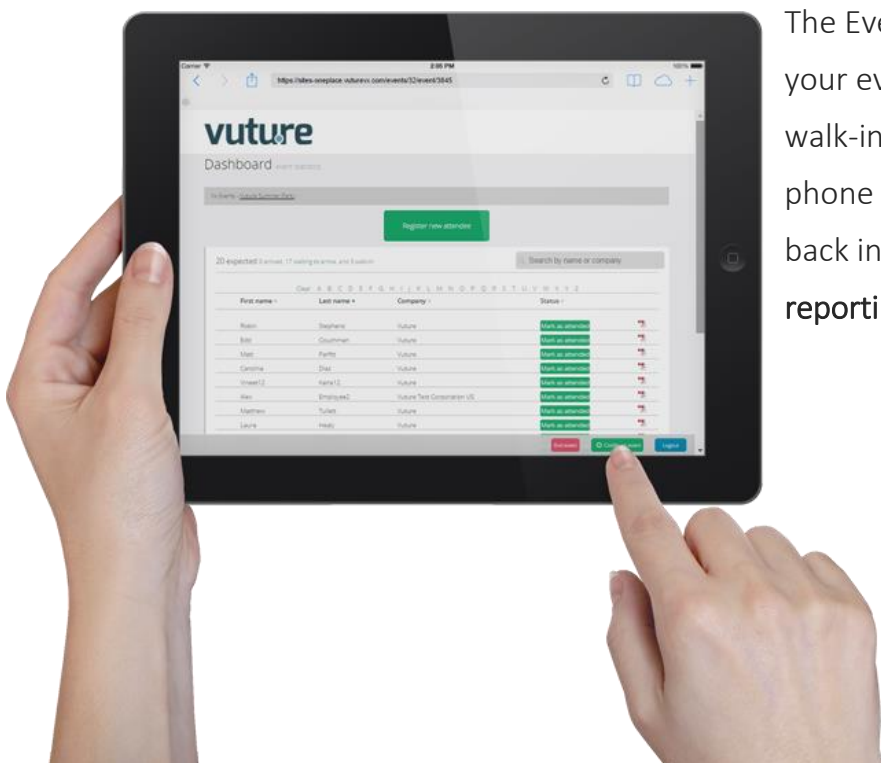
## Event Forms

The Vuture platform allows you to build forms with all the fields you require to capture information. Once captured, the data automatically populates the 'Function' section of OnePlace. Fields such as number of attendees are automatically updated in OnePlace for easy event management.



## Event Check-In

The Events App automatically allows your events team to register attendees, walk-ins and no shows on a tablet or phone with all data automatically writing back into OnePlace, allowing for **easy reporting and post-event follow-ups.**

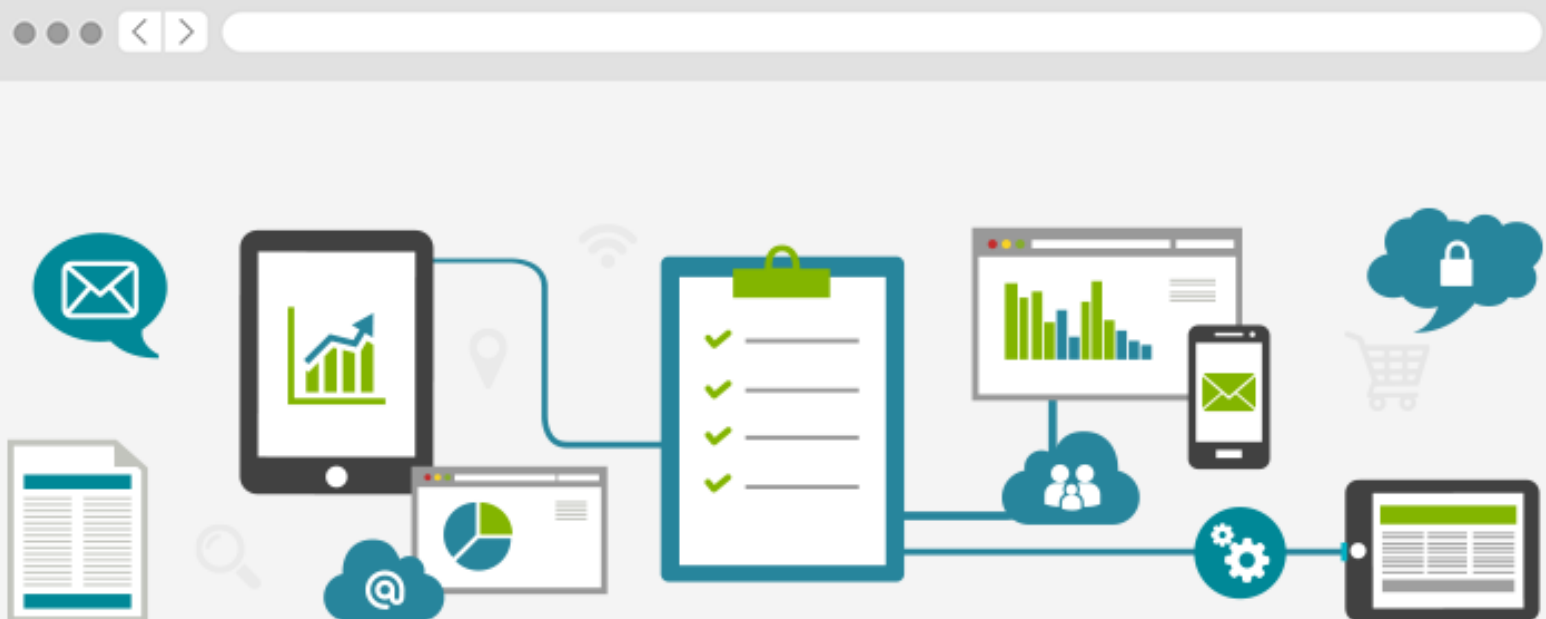


# Website **Tracking** and **Reporting** with OnePlace

Vuture's technology allows you to track visitors' online behaviour and preferences by placing tracking code within the head tag of your

website, typically beneath your Google Analytics code.

When a client receives an email from OnePlace, we track who they are and which pages they visit on your website. This information is automatically captured against the contact's activities within OnePlace.





# Manage unsubscribes and preferences **effortlessly**

Vuture's built-in preferences functionality helps you to stay compliant by automatically managing client preferences.

If one of your clients receives an email that's irrelevant to their work and they wish to unsubscribe, they can do so through the preference area.

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Once the preferences are selected, this information is automatically written back into the CRM with no manual work required.





## Ongoing feature developments

Our commitment to OnePlace integration means we are constantly developing new, innovative ways to enhance our client experience.

Features are released on a quarterly cycle based on the needs and requirements of clients. If you'd like a specific integration element to be added that would help your marketing, we can implement it in Vuture.



# Want to learn more about the Vuture OnePlace CRM integration?

BOOK A DEMO TODAY WITH ONE OF OUR FRIENDLY EXPERTS TO GET THE FULL LOWDOWN.

[BOOK A DEMO](#)

OR

[ASK A QUESTION](#)

The Vuture platform is packed full of beneficial solutions that make life easier for marketers just like you. (It was made by marketers, for marketers, after all.)

As a global leader in marketing technology, with offices in London, New York and Sydney, we proudly serve the top 100 consultancy, accounting and legal firms in the world.

Our marketing technology suite is designed to help build synergy and cement fruitful, long-lasting relationships between marketers, fee earners and their clients.



WEB MARKETING



EMAIL MARKETING



EVENT MARKETING



PRINT MARKETING



ALUMNI MARKETING



MARKETING SURVEYS



MARKETING ROI



PERSONALISATION

The Vuture vision is to play a major role in helping organisations build and maintain strong, lasting relationships – both internally and externally.

FOR MORE  
INFORMATION

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