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**FOR IMMEDIATE RELEASE**

**AVALA ANNOUNCES ECONNECT — AN INTEGRATED LEAD MANAGEMENT, CRM AND CSI SYSTEM**

**St. Louis, MO. – September 30, 2010** – The AVALA Marketing Group, a full-service agency that specializes in the recreation, marine and leisure industries, announced today the release of AVALA eConnect, a turnkey lead management, CRM and CSI system.

The new AVALA eConnect platform is a comprehensive system that integrates brand, product, channel, prospect, owner and third-party data sources. Prospect or lead data can be captured from web forms, call centers, direct data entry and file uploads. The system has real-time lead distribution based on territory, geography and business groups, as well as lead open rate tracking, customizable lead escalation, lead re-routing based on prospect satisfaction and the capability to export to external systems.

To manage the communication touch points with customers, the system delivers unique messaging based on product lifecycle, customer satisfaction index measurements and overall ownership experience. AVALA eConnect integrates seamlessly with email delivery systems to deliver customized and database driven messages. Reporting is real time and features a virtual dashboard that tracks activity by source, brand and channel. Reporting also tracks overall customer satisfaction in pre-sale and post-sale interaction and includes close rate analysis based on media source, brand and selling channel.

AVALA’s database platform is a proprietary system designed by marketers for marketers. The email delivery system is powered by Exact Target, the global leader in interactive marketing software.

Steve Pizzolato, President and Founder of AVALA said, “Simply put, AVALA eConnect empowers our clients to connect their brand with consumers in a very targeted way - a critical factor to successfully marketing premium, lifestyle and discretionary products.” Pizzolato continued, “Since it was established in 1997, AVALA has been helping the recreation, marine and leisure industries increase sales through database marketing - delivering the right message to the right person at the right frequency via the right medium. We see eConnect as the foundation of our future for years to come.”

For more information about AVALA eConnect or to request a live demo, visit: <http://www.avalaeconnect.com/>.

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**ABOUT AVALA:** *Established in 1997, The AVALA Marketing Group is a full-service marketing agency that specializes in research and analysis, creative services, interactive strategies, database marketing, channel enrichment and customer satisfaction measurement. For more information visit: [www.avalamarketing.com](http://www.avalamarketing.com).*

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