

# EMAIL + ZOHO CRM FOR YOUR BUSINESS



**ZOHO CRM**

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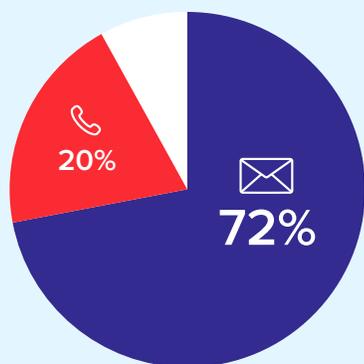
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## The Basics

### We bring email and CRM together. You close more deals.

Email is still as important a medium for business communication (if not more so) as it was a decade ago. There are a fair share of critics who say that the emergence of social media and other instant forms of communication has led to email losing its charm. Those critics are wrong. Organizations continue to send plenty of emails: companies to their customers, employees to their managers, sales reps to prospects, one team member to another and so on!

Email is here to stay as the first and most powerful medium of communication for salespeople, for a long time to come. A majority of people still use email as their preferred mode of communication because they find it more professional.



A study by Marketing Sherpa found that

**72% of customers prefer to be contacted by companies through email,** while less than 20% prefer in-person meetings or phone calls.

 marketing **sherpa**  
powered by MECLABS

Emails are also the best method of documenting conversations, as opposed to real-time chat or talking over the phone, because these conversations can be preserved and checked at a later date.

Not only is email a more professional form of communication, it is also the most effective medium when it comes to conversions.

Research by Campaign Monitor shows that you are **Six times more likely to get prospects or contacts to click through to your website if you reach out to them through email** than you are through Twitter or Facebook.

Traffic source	Q1 2012	Q2 2012	Q3 2012	Q4 2012	Q1 2013
Social	0.49%	0.60%	0.73%	0.88%	0.71%
Email	3.06%	3.24%	3.48%	3.58%	3.19%

Picture some common practices in organizations.

1. Sales reps prospect to find out how likely a lead is to convert to a deal. They also send an official email to keep colleagues up to date about any progress. The lead, in the mean time, gets an email confirmation of all the details that were discussed over the phone.
2. A company sends emails to targeted customers, informing them about exciting new products or inviting them to a trade show.
3. Email newsletters are a common sight in your inbox. If you subscribe to a company's blog or have signed up to be on their mailing list, you'll often see newsletters in your inbox offering you various discounts, inviting you to read about new features and so on.

You can imagine many such situations in your daily work life where email is the best-suited option for communication.

## Email + CRM Solution

You might face a few complications when it comes to managing, organizing, and keeping track of the emails that clutter your inbox. If you don't keep your inbox organized, you will end up missing out on the really important emails.

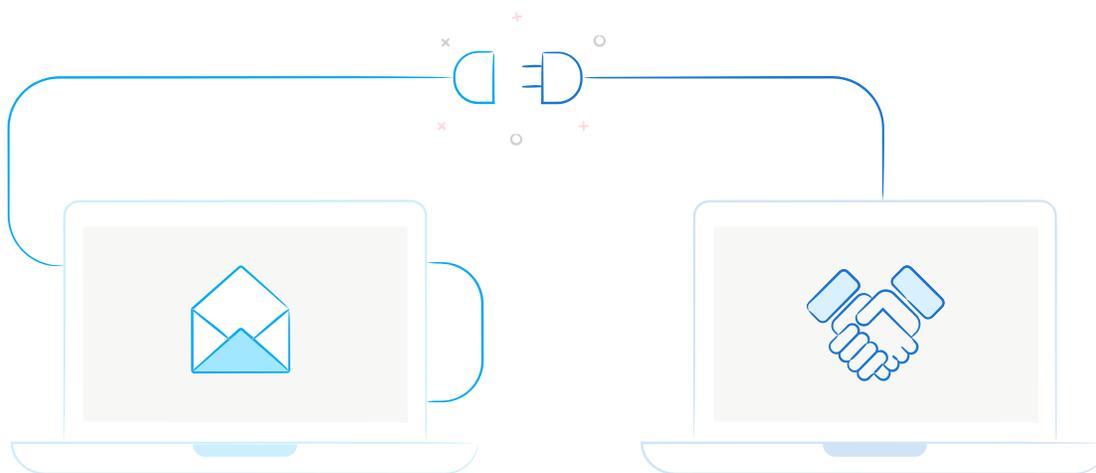
Also, when you have the emails in one place and customer records in your CRM, you can't quickly access the communication you've had with your customer. You'll end up wasting time and effort switching between tabs. Your emails and customer details need to be better connected. There definitely needs to be a connection to eliminate any loopholes in email management.

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Having a copy of the email attached to your customer records is the solution that Zoho CRM provides.

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Don't waste time switching between emails and CRM. Keep a copy of your email attached to all your customer records with Zoho CRM.



Did you send an email to Liza, a qualified lead, to schedule a product demo? It will be right there in your CRM account, along with other important details about her.

## Read further to:

1. Discover the various email options Zoho CRM offers when it comes to sending emails.
2. Choose the email option best suited for you.
3. Find out the major benefits of having your emails organized around your customers' data.

## Built-In Option For Emails

Zoho CRM comes with a built-in option to send emails to your **leads** and **contacts**. Without any email account configured, you can send email to your contacts from within you CRM account and also have them associated to the contacts or leads.

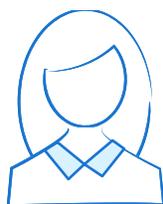
That way, you don't have to necessarily search through your inbox to locate the email communications you had with a customer.

## How the Built-In Option Works

The built-in email option is available in all your Zoho CRM modules including Leads, Contacts, Potentials, Quotes, Invoices, Sales Orders, and more.

In these modules, each record gives you an option to send emails and store a copy of that same email in the record.

Let's take the example of Amanda, a sales rep at Zylker Corp.



Although Amanda is not an Administrator of Zylker Corp's CRM account, she is one of the sales executives, who has signed up using her official email address, **amanda.w@zylker.com**.

When Amanda sends an email to her contacts, the From address will be auto populated as **amanda.w@zylker.com**.

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Zoho CRM creates a **virtual email account** with Amanda's email address. Now when Amanda sends emails, her messages will be coming from that virtual account and will automatically associate to customer records in her CRM.

These emails are public. So everyone at **Zyler** can access them. If you're able to access the record, you can also check the associated emails.

## Emails to Leads, Contacts and Prospects

When it comes to leads and contacts, the process of sending emails with the built-in option is pretty simple. Their email addresses are already available inside the record, along with other important details. It is not quite the same case for the Deals module, however.

Deals are either transactions with organizations (**B2B**) or with people (**B2C**), that generate revenue for your organization. Deals usually don't have an email address associated with them but they do have contacts associated to them. For every opportunity, there is a contact person who is involved in the buying process.

So what happens when you want to send an email regarding a deal in Zoho CRM?

When you send an email to the contact associated to a deal, Zoho CRM notes down the contact's email address and saves a copy of the email with the contact and the deal records.

## Quotes, Invoices, and Sales Orders

In most sales processes, quotes, invoices, and sales orders are important documents that sales reps exchange to keep a record of each sale. This exchange is always done through emails, which, after they've been approved by a sales manager, are sent to the customer or contact person. Just like deals, in Zoho CRM, quotes, invoices and sales orders also have a contact associated to them.

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**When you click on the Send Email option, you are basically sending an email to the contact with the quotes/invoices attached as a PDF.**

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## Purchase Orders

The case with purchase orders is slightly different. Purchase Orders are legally bound order-placement documents for procuring products or services from vendors. Each purchase order will have the details of a contact and vendor.

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**Each purchase order has the details of a contact and vendor. So the purchase order can be sent either to the contact or the vendor.**

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When you send an email, you can send it either to the contact or to the vendor with the purchase order attached as a PDF.

There is one thing that this built-in option does not provide - you cannot keep a full history of the email communication, as the incoming emails do not get associated to the CRM records. For this, you need the Zoho Mail Integration.

## Zoho Mail Integration

The Zoho Mail integration allows you to access your email account inside Zoho CRM. The email account you add will be accessible under a new tab in CRM: **Email**. This integration is not just limited to users who have an account with Zoho Mail. If you use Gmail, Yahoo Mail, Hotmail or other mail clients, that will not stop you from using this feature. You can still use this integration and configure your mailbox within Zoho CRM.

Who should set up a mailbox in Zoho CRM and why?

The Zoho Mail add-on is a great tool for sales reps. A typical day includes finding qualified prospects, making calls, completing tasks, meetings with those prospects, and collecting more details about their leads. These activities also involve sending emails and receiving replies.

The Zoho Mail integration makes a copy of both outgoing and incoming emails, and associates them to the corresponding CRM records. This gives sales reps a full history of email communication to work with. Using this integration, you can not only keep customer-specific emails associated to CRM data but also get your entire inbox accessible inside Zoho CRM.

## Email Sharing Options

Emails associated with records in CRM can be shared with other users in the organization's CRM account.

Administrator driven email sharing gives you the power to decide with whom emails can be shared, what permissions should be given to whom, which domains can be excluded while sharing and more. It lets you control how each user shares email conversations with his/her team.

Admins can change the sharing permissions that have been set, or leave it to the choice of the team mates to decide their email sharing permissions by selecting “**User’s choice**”.

### **These are the sharing options:**

**Private** - You cannot share emails with your colleagues.

**Custom Sharing** - Share emails only from selected leads and contacts.

**Complete Sharing** - Share emails from all leads and contacts.

### **POP/IMAP Configuration**

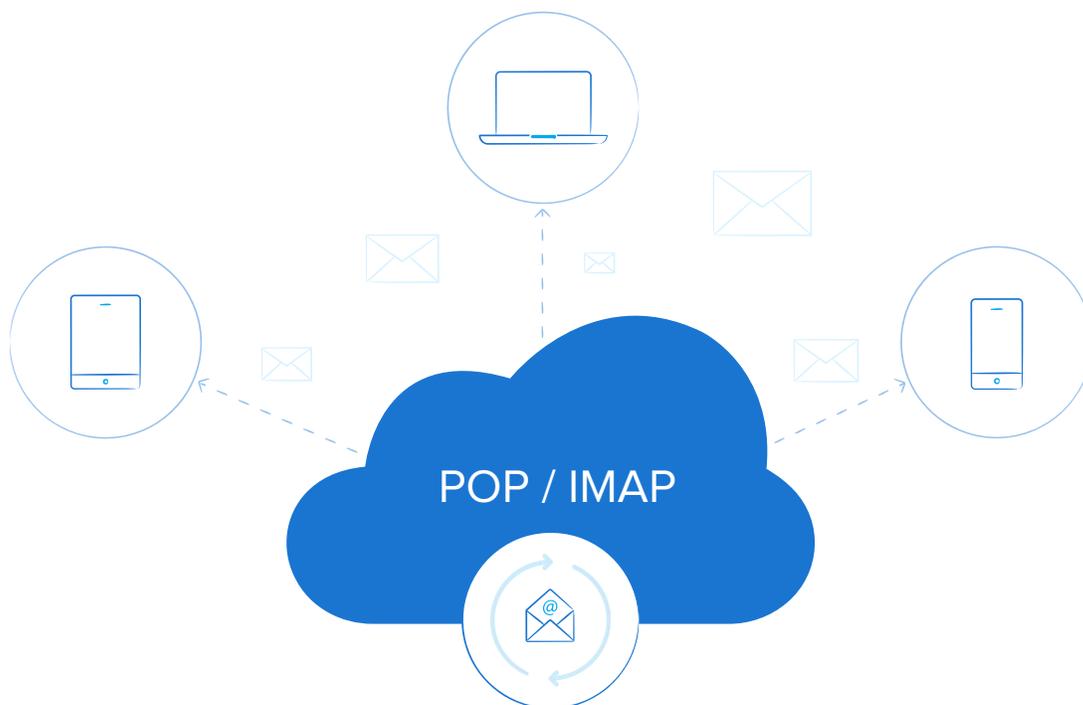
Zoho CRM gives you two integrations to choose from for your email communication: POP and IMAP. Post Office Protocol Version 3 (POP3) is supported by virtually all email clients and servers. The POP protocol downloads all emails from your provider’s server. This means you can only read email messages in that particular email client and that server. If you decide to make changes to that email, those changes will be visible only on one device.

Let’s say you have mistakenly deleted an important email from a contact on your phone, and you need to access that email again. Since that email has been downloaded from the server, you can still see it on your laptop.

Similarly, let’s say you’ve made changes to an email campaign on your laptop but want to revert to the previous version of the campaign at a later stage. Through POP, you can continue to access the old version of the email on your phone or tablet.

## Multiple Device Sync

Unlike POP, IMAP allows you to access your emails wherever you are, from any device. When you read an email message using IMAP, you aren't actually downloading or storing it on your computer, but reading it from the email service instead. In other words, your email activity gets synced automatically across your laptop, mobile phone and tablet. So, you can essentially check your email from different devices, anywhere in the world: your phone, a computer or a friend's computer.



Let's say you've received some important emails from your contacts. Once you've set up your account with IMAP, you can go to any contact's record and see all the emails related to that contact under the Email tab.

IMAP's two-way sync means that your email activities are updated both in your CRM and email's inbox at the same time.

So you can reply to emails from that contact, either from your CRM or your inbox itself. You will also know instantly if that contact has read or replied to that email.

## Gmail API

Let's say you're a Gmail user who is not keen on configuring POP or IMAP for your emails. In this case, the Gmail API is your best alternative. When you use POP/IMAP protocols, your emails get stored in the CRM database. But when you use the Gmail API, they're not stored in CRM, but called directly from the Gmail servers through APIs, giving your emails greater privacy and security.

**When you set up your Gmail account using the Gmail API, you can:**



Send and receive emails



Contextually view your emails along with the contact's details.



Share your emails with other users of Zoho CRM.



Segregate emails based on three categories in your Gmail account - Deals Closing This Month (CTM), Open Deals, and Customers.

You can set up the Gmail API in Zoho CRM by clicking **Setup > Personal Settings > Email Settings > Gmail API**. Click **Authenticate** to get started.

# SalesInbox

## The right sales context in your inbox

As a sales rep or manager, you get hundreds of emails from leads, contacts, and prospects every day. You have to stay on top of the most important emails that come from your customers and prospects. Since your traditional mailbox puts your latest emails on top, there's always a possibility that you'll end up missing an important email from a contact who is looking for information on the pricing of a product. Such a miss could be costly.

The screenshot displays the SalesInbox interface with a sidebar on the left and four main columns: DEALS, CONTACTS & LEADS, NOT IN CRM, and COLLEAGUES.

**Sidebar:**

- Compose
- FOLDERS +
- Mine 99+
- Inbox 65
- Drafts
- Sent
- Spam 16
- Trash
- Unread 95+
- Customers
- Closing this Month 2
- Top customers

**DEALS Column:**

- David Miller (Yesterday) - Request for sample logo de... - \$4,000.00
- Adam Johnson (Jul 12) - Web design deal- confirmat... - \$3,000.00
- Martin Taylor (Jul 12) - Reg: Price plans - \$4,000.00
- Valarie Thomas (Jul 02) - Clarification in pricing - \$10,000.00
- George Faulkner (Jun 31) - Demo request - \$4,000.00
- Patrick John Smith (Jun 21) - Need business cards desig... - \$4,000.00
- Sharon Glaze (Jun 13) - Product Demo - \$4,500.00

**CONTACTS & LEADS Column:**

- Jeremy Watson (10:40) - Product tour!
- Maria Thomas (Yesterday) - Demo request
- Steve Johnson (Jul 6) - Plans and benefits
- Sandra Evans (Jul 4) - Latest upgrade?
- Warren Hastings (Jul 3) - Re: Welcome onboard!
- James Carter (Jun 22) - Clarification in the design process
- John Dykes (Jun 22) - Reminder: Portfolio

**NOT IN CRM Column:**

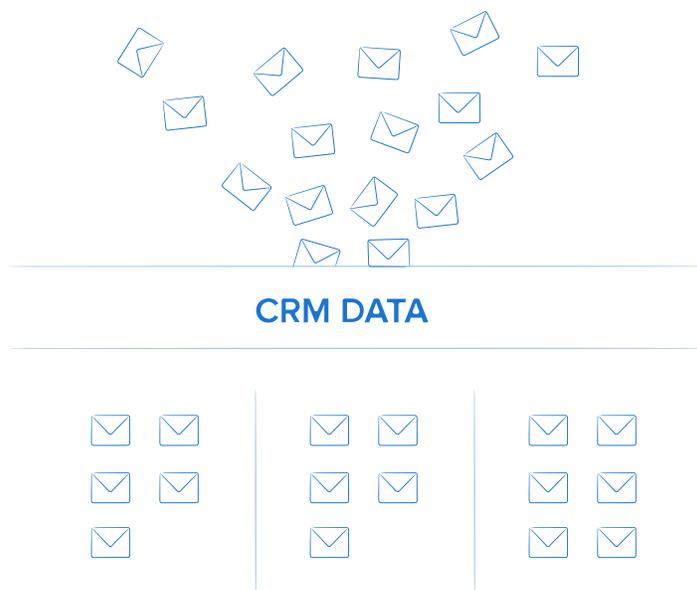
- Donna Baker (11:58 AM) - Regarding product features
- Sandra Evans (10:20 AM) - Tradeshow on 12/7/2016
- Twitter (9:47 AM) - Follow James Carter on Twitter!
- Charles Jones (7:40 AM) - Interested in your product
- Nancy Parker (Yesterday) - Webinar registration
- Deborah Smith (Yesterday) - Loved your tradeshow
- Veena Trivedi (Yesterday) - Like to know more

**COLLEAGUES Column:**

- Robert Yonker, Me (2) (Yesterday) - Re: Final Attempt
- Jennifer from Zylker (Jul 11) - Choose the right plan
- Elizabeth Leon.Me (2) (Jun 13) - Re: quick question
- Manish Sharma (Jun 6) - New contact?
- Rose Edward (Jun 2) - Trying to connect
- Elizabeth Leon.Me (2) (Jun 30) - Re: quick question
- Manish Sharma (Jun 30) - New contact?

When your inbox is not organized or contextually integrated, you can easily end up losing several prospective deals. You need to get those emails organized in columns through contextual integration in SalesInbox.

SalesInbox is an intelligent tool for email, which seamlessly integrates with Zoho CRM to combine email and CRM information in one place. It automatically populates work email into the respective columns based on CRM data, which helps in keeping mailboxes organized for salespeople.



### SalesInbox will:

- Automatically organize your emails based on your sales pipeline and the stage each deal is in. In other words, emails from leads or contacts will make their way to the Contacts & Leads column, emails from prospects will be in the Deals column and emails from your colleagues (using the same domain) will be found in the Colleagues column.
- Give you the entire history of your organization's communication with leads, contacts and prospects, ranging from previous emails and support tickets they sent to their latest social media posts.

All this communication is visible in the inbox itself, so there's no way you'll miss out on closing your next deal!

## Sending / Receiving Emails

### Zoho CRM Plug-in for Microsoft Outlook

For those users who would rather continue using Microsoft Outlook, Zoho CRM has a plug-in for you as well. If you're sending and receiving emails through MS Outlook, you can have all those emails associated to your Zoho CRM account through the Zoho CRM Plug-in for MS Outlook.

**Note:** This plug-in is available for Mac OS and Windows.

#### When you use the MS Outlook plug-in, you can:



Associate inbound and outbound emails in Microsoft Outlook with Leads, Contacts or Deals in Zoho CRM.



Modify your email message and add attachments to the Lead or Contact in Zoho CRM without modifying the original message in Microsoft Outlook.



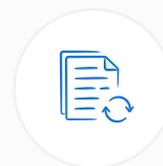
Add emails as cases to Zoho CRM.



Synchronize contacts, calendar events and tasks automatically from Microsoft Outlook to Zoho CRM.



Export your contacts, calendar (events) and tasks from Microsoft Outlook to Zoho CRM.



Resolve conflicts while synchronizing contacts, calendar and tasks with Zoho CRM so there is no duplication of customer data.

Download and install the Plug-in based on the MS Outlook version (32 bit or 64 bit).

Go to **Setup > Marketplace > Microsoft > Outlook** and download the plug-in based on the MS Outlook Version (32 bit or 64 bit).

## Zoho CRM Plug-in for Gmail

If you've been a regular Gmail user, you can now view all your customer information with the right context right in your inbox, without having to switch between Gmail and CRM.

The Gmail plug-in for Zoho CRM lets you view all the contact information of your customers without having to open Zoho CRM. You can convert leads to contacts, log calls, add tasks and events, and keep track of your prospective deals and customers regularly, from Gmail itself, and add notes and tasks to keep your CRM updated at all times.

## MailMagnet

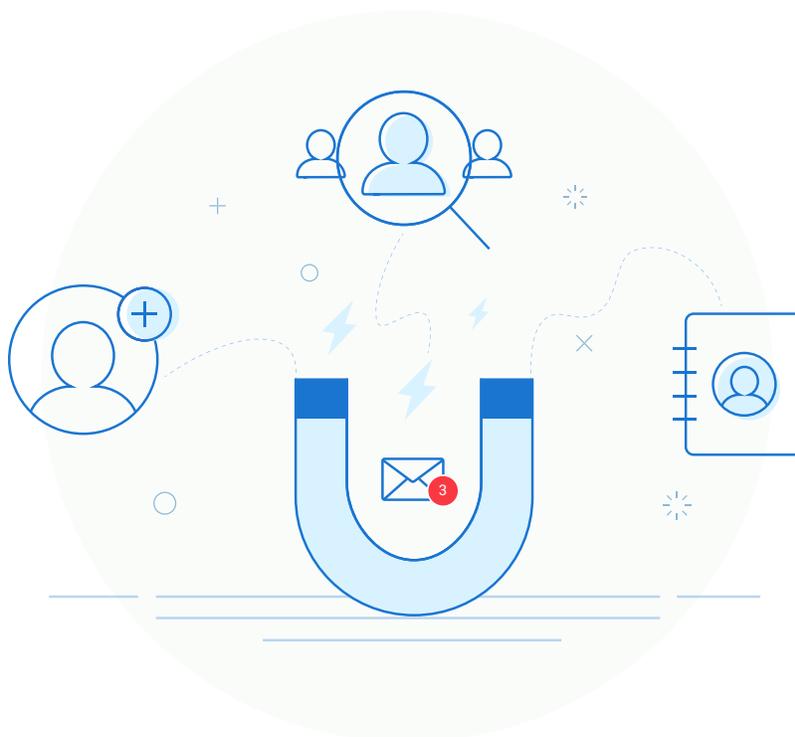
Every sales rep needs to have regular email communication and follow-ups with leads, contacts and prospects. They all know how important a timely response to an email from a prospect is. But is it practically possible to keep tabs on all emails that come from your prospects and customers?

This is where MailMagnet comes to the rescue. MailMagnet provides instant notifications when you receive those important emails in your inbox that need immediate attention.

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**It intelligently scans your inbox and notifies you of the emails from your prospects and customers in CRM.**

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That's not all; you can reply to emails, add follow-up tasks and add notes, all from within MailMagnet. Along with this, you also have the option to filter the emails into separate folders or labels in your inbox.

MailMagnet works as an add-on to Zoho Mail Integration. So, if you have configured your email account within Zoho CRM using the Zoho Mail Integration, MailMagnet will instantly inform you about the important emails from your customers.

## BCC Dropbox

Most employees within organizations use multiple email accounts for communication. There can be many reasons for using multiple email accounts.

When you are involved in a big project, like a real estate project, that is likely to be completed in a few months' time or when you have to hand over that project to someone else at a later stage, it becomes a lot easier to communicate when you create a designated email account for this purpose. Some businesses set up multiple mailboxes for separate product lines, with each division selling products to a different audience. Similarly, organizations with multiple departments often create mailboxes for each department: customer support, sales, PR, and marketing, for instance.

When you have just one mailbox for business communication, you can go ahead and use the Zoho Mail Integration. But when it comes to multiple mailboxes for managing email communication with your contacts, customers, and prospects, how can you associate all those emails to records in Zoho CRM? This is when BCC Dropbox comes in handy. BCC Dropbox provides a unique email address for each user in your Zoho CRM account. Instead of using the standard organization email ID, the BCC Dropbox email address can be used for all your correspondence in future.

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**With this unique email address, you can automatically pull in all the emails sent to your leads and contacts in Zoho CRM.**

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All you need to do is BCC this unique email address when you send emails to your customers and you'll get a copy of that email associated to the corresponding lead or contact in your Zoho CRM account.

If the lead/contact does not exist in Zoho CRM, based on your BCC Dropbox settings a new lead/contact can also be created.

**(NOTE)** For users with Administrator or Standard profiles, the BCC Dropbox permission will be enabled. In case you want to restrict permission, you can always do so by editing the profile.

- The BCC Dropbox email address can only be used for the Leads and Contacts modules. This lets you associate all your sent emails only to the corresponding leads or contacts.

Go to **Setup > Channels > Email > BCC Dropbox** to find your unique email address.

### Other BCC Dropbox Options let you:

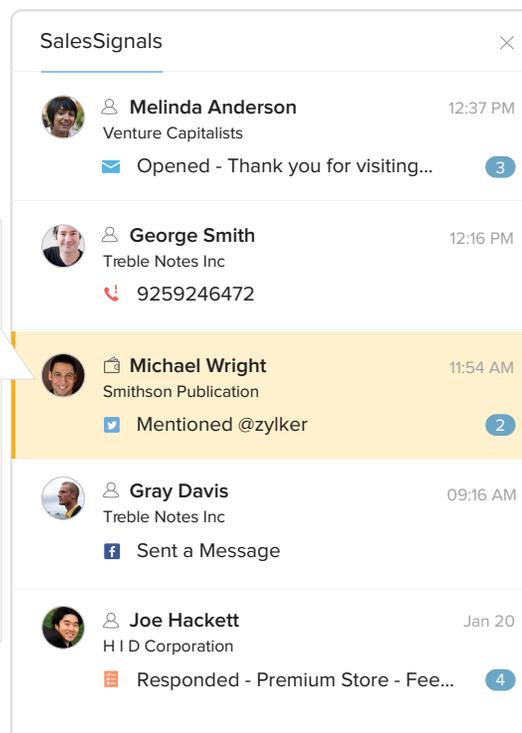
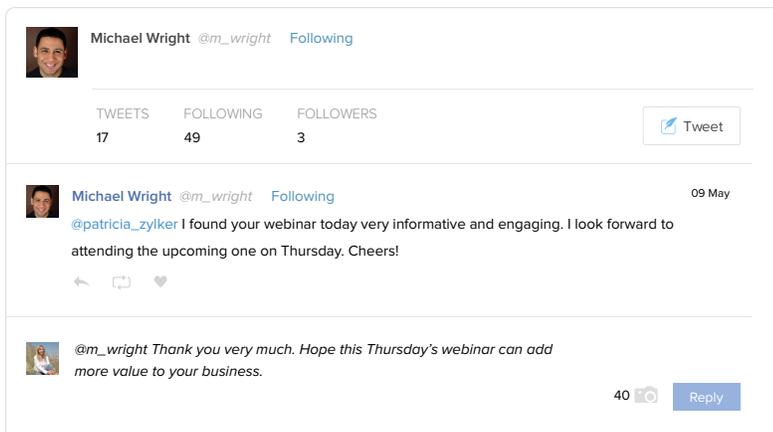
- Instruct CRM on what records to search and associate emails to it.
- Generate the email address whenever you need, for security reasons.
- Download the email address as a vCard and store the BCC Dropbox email address elsewhere to access whenever required.
- Add up to 5 different email addresses and associate emails sent only from them to the leads/  
contacts in Zoho CRM.

Note that with the BCC Dropbox option, you cannot keep a full history of your email communication because the received emails do not get associated to the corresponding CRM records.

## Zoho SalesSignals

Customers don't communicate with brands only through relationship managers anymore. There are many other channels that they actively use to stay in touch with your organization. They might fill up survey forms, raise support tickets, post about your brand on Facebook or tweet about it. When customers are using all possible means to talk about your company, how will you stay in the loop?

Use Zoho SalesSignals and get real-time notifications from your leads, contacts, or potential customers. You can keep track of all the customer interactions across various channels and follow-up with them from one central place, your Zoho CRM account.



Say you have scheduled a demo with a lead during the end of the week. The lead has just visited your website to know more about your products and their pricing. SalesSignals will notify you as soon as the lead visits the website, tell you about how much time the lead spent on a particular page and all the information he/she is interested in. Armed with this information, you are all set to prepare a killer demo!

## Email templates

Are you sending monthly emails to your customers reminding them to renew their subscription, or sending followup emails to a new set of leads that you met at a trade show? Have you been sending monthly sales reports to your teams?

Use email templates and put an end to the task of sending redundant emails. You can send one message to multiple recipients through templates. Whether it is sending a mass email to leads and contacts, or email notifications to the users of Zoho CRM when a workflow rule has been triggered, templates are available for every situation.



Email
Inventory
Mail Merge

All Modules ▾

<input type="checkbox"/>	TEMPLATE NAME	MODIFIED BY
☆	Trial expiring in 5 days <span style="background-color: #ccc; padding: 2px;">Leads</span> Trial expires	Burrows Amelia Aug 09
☆	Know more about our product <span style="background-color: #ccc; padding: 2px;">Leads</span> Know more about our product	Burrows Amelia Apr 13
☆	Product Updates <span style="background-color: #ccc; padding: 2px;">Leads</span> Product Updates	Burrows Amelia Apr 13
☆	ESCALATION ALERT <span style="background-color: #ccc; padding: 2px;">Leads</span> Escalation alert	Burrows Amelia Mar 26
☆	Rejected <span style="background-color: #ccc; padding: 2px;">Leads</span> Can not be approved	Burrows Amelia Mar 08

You can create templates for each record type in Zoho CRM, such as leads and contacts. Here are the other things you can do through templates:

- Design your own templates by dragging and dropping text, images, tables and buttons. You can also make your templates more attractive by choosing your own layouts for text and add colors to the background of your template.
- Personalize communication with your leads, contacts, prospects and colleagues by choosing a template from the gallery and customizing it.
- Merge fields to your template. Use a hashtag which will give you a drop-down menu with a list of all the available merge fields.
- Add headers and footers to the templates. Just click on the location where you want the headers and footers to be, and type away!

## Emails in a Record

After you've sent out emails, you would definitely like to know where emails associated to your records have been listed.

In each record, you have a section called the **Related Lists**. This lists out those records that are associated to the main record. For example: tasks, events, calls, attachments, emails, contacts, products and more. The email section is one such related list, which will let you check all the email communication.

When you've enabled the Zoho Mail Integration, a drop-down in the Related List gives you two options to filter your emails.

**Sent Emails from CRM** – Only the emails that are sent from Zoho CRM using the built-in email option will be listed.

**Zoho Mail Shared Users** – This section lists the name of the users who have shared their emails. Select the name of a user and you will see the emails shared by the user.

## Organization emails

When you want to send emails to several prospects and customers, sending them using an organization email ID rather than your own is a more practical option. This can be a common email address that all members of your team can use.

Configuring a unique organization email address to send/receive mails in Zoho CRM, also makes it easier for prospects and customers to communicate with you. You can add upto ten organization email IDs with a single subscription.

Let's say Diana is a sales rep who works for Zylker Corp. and is looking to send emails to her customers. Instead of using [diana@zylker.com](mailto:diana@zylker.com), which is her individual email address, she can use [support@zylker.com](mailto:support@zylker.com). She can send and respond to emails from prospects and customers using this email ID.

# Email Insights

Email communication doesn't just end with sending, receiving and sharing emails. How will you know whether your leads and prospects have read your emails, clicked on any of the links or ignored them completely? You can only write a better email when you have the right statistics.

The screenshot shows the 'Email Analytics' dashboard in Zoho CRM. It includes a navigation bar with 'Home', 'Projects', 'Leads', 'Contact', 'Potentials', 'Accounts', 'Activities', and 'Reports'. The main area is titled 'Email Analytics' and has 'Export to PDF' and 'Duplicate' buttons. Below the title are filters for 'Summarize ByG' (Date), 'roup By' (DayL), and 'Date Range' (ast 7 Days). There are also filters for 'All Entities', 'All Emails', and 'All Users'. The dashboard displays two summary reports as tables.

**Summary Report 1**

SENT	BOUNCE		OPENED		CLICKED		RECEIVED	RESPONDED
63897	3.65%	2331	29.3%	18665	4.60%	2491	18665	987

**Summary Report 2**

DATE	SENT	BOUNCE		OPENED		CLICKED		RECEIVED	RESPONDED
11/07/2016	2173	3.45%	75	21%	450	2.71%	48	5165	91
10/07/2016	6914	3.57%	247	22.03%	1517	3.18%	191	6313	15
09/07/2016	6305	3.73%	235	23.06%	1454	3.5%	192	5765	-
08/07/2016	8762	3.73%	327	30.07%	2597	5.12%	317	11237	382

You don't want to be in the dark about how your emails have performed. Unless emails are combined with the right context and analytics, you will not know how they have performed.

So with CRM, track the emails you sent. Get daily, weekly or monthly reports on their open, click, response and bounce rates, and get a clearer idea of what worked and what you need to work on.

## Insights help you



Identify templates with highest open rates and share them with your colleagues.



Create new versions of templates and compare them with previous versions. Find out which version had higher open and click rates.



Find out how your contacts have responded to your emails. Get details on when the emails were sent, delivered, opened and clicked, and how many times they were opened or clicked.



Use advanced filters and find out which leads haven't responded within a certain time frame.



Get individual reports on every salesperson based on the number of emails they've sent, and find out who your star performer is, and who needs to improve.

## When to use what?

Not every email will be suited for your use. Choose only that email feature that will suit you best:



### Zoho Mail Add-on

When you want to associate both incoming and outgoing emails from your email account to the records in Zoho CRM. It could be a Zoho Mail account or any other email client that facilitates POP or IMAP account configuration.



### BCC Dropbox

When you manage multiple email accounts for business and want to associate outgoing emails from your email accounts to the records in Zoho CRM.



### Zoho CRM Plug-in for Microsoft Outlook

If you are using Microsoft Outlook for all your business communications yet want to associate your emails with your Zoho CRM account.



### SalesInbox

When you want your emails prioritized according to your sales pipeline, SalesInbox does the job for you. Columns, folders, and filters will reflect your sales priorities, so you stay on top of the deals that matter most.



### Plug-in for Gmail

When you're using Gmail for your business communications and want to view all the customer information without switching between email and CRM.

## How many emails can we send per day?

Zoho CRM places a limit on the number of emails that you send every day. You can send either bulk emails or individual emails but the following limit applies based on the CRM Edition. Note that email limits will be set based on the organization's time zone.

### For Individual Emails

The email limit for the organization will be calculated based on the total number of confirmed and active users in the account.

Free Edition	Paid Edition
<b>50</b> X total confirmed and active users (per day, per organization) for upto 4 users.	<b>300</b> X total confirmed and active users (per day, per organization).
12 AM to 11:59 PM in your organization's time zone is considered as one day	12 AM to 11:59 PM in your organization's time zone is considered as one day

### For Mass Emails

You can send mass emails based on your Zoho CRM Edition.

Standard	Professional	Enterprise
250 per day.	500 per day.	1000 per day.

12 AM to 11.59 PM in your organization's time zone is considered as one day, to calculate the email count.

(NOTE) The mass emails per day, per company includes **Autoresponders**, active email **Schedulers, Macros** and **Mass emails**.

(NOTE) You can also increase the mass email limit up to 2250 per day, per organization for an additional cost. Please write to us at [sales@zohocorp.com](mailto:sales@zohocorp.com) to increase your mass email limit.

Also, check out the **Zoho Campaigns Integration** with Zoho CRM. Campaign management allows you to manage your entire marketing process by which marketing campaigns are planned, produced, distributed and analyzed. The built- in synchronization with Zoho Campaigns helps you to export leads and contacts from CRM to Campaigns and easily plan & execute newsletters, welcome emails, customer surveys, etc. What's more, tracking responses to these emails is also made easy within CRM.



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## Zoho CRM Resources

[www.zoho.com/crm/resources](http://www.zoho.com/crm/resources)