

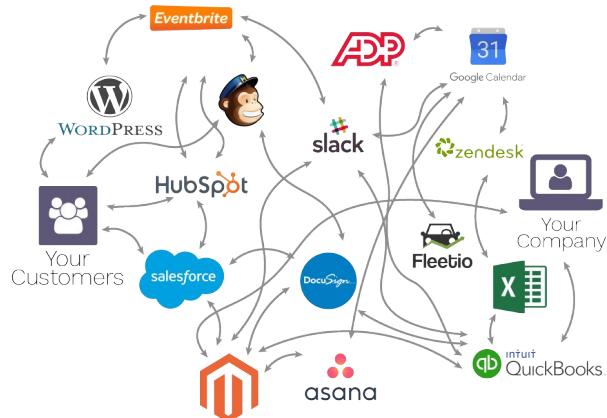


Rapsodoo
Lead & Web Pack

CRM
Website
Marketing

Perchè odoo

Da software stand-alone



A soluzione All-in-one





RAPSODOO

Simplify the flow with **odo**o

With the Rapsodoo CRM, Website & Marketing package, you transform contact management, online presence, and promotional activities into a single, smooth, and efficient digital ecosystem. Thanks to the Odoo platform, all information is connected: from the first website interaction to customer conversion, everything happens in a transparent, measurable, and automated way.

Rapsodoo Lead & Web Pack



CRM



Modern, mobile-friendly user interface with smart filters to provide a clearer overview of sales activities.



The opportunity pipeline can be managed using drag & drop functionality, and much more.



Effective templates that reduce low-value tasks and shorten operational time.



Opportunity analysis with advanced filters, groupings, dropdown menus, and more.



CRM dashboard to instantly view KPIs for the entire sales team.

Incoming leads are automatically created after email submissions, website visits, or online form completion.



Management of activities, deadlines, and reminders with direct assignment to team members.



Predefined or customizable dashboards thanks to an advanced reporting system, ready to be shared with the team.

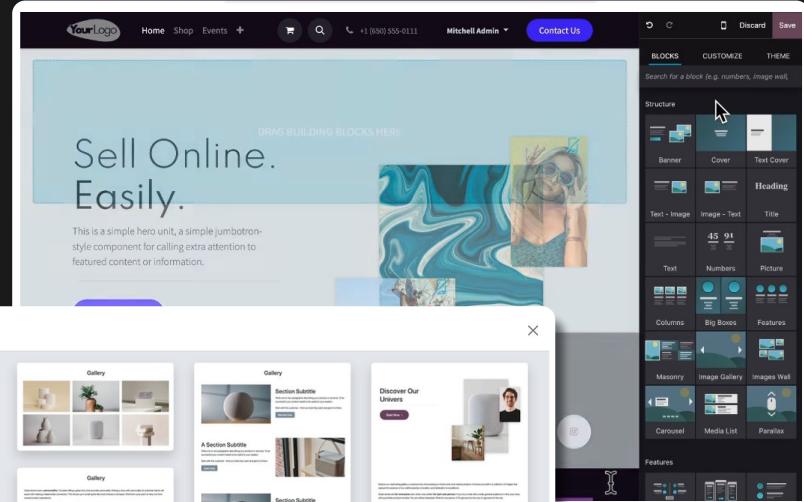


Analysis of potential customers to evaluate the return on investment (ROI) of your marketing campaigns.





Website



Drag & drop editor to customize the website with simple drag-and-drop actions.



Responsive design that ensures websites are optimized for all devices, including smartphones and tablets.



Built-in SEO features to improve visibility on search engines.



Form builder to create custom forms for collecting visitor information.



Analytics and reporting to monitor website performance through integrated analytical tools.



Integration with other Odoo modules such as CRM, Marketing, Sales, and additional Odoo apps for a unified experience.





Marketing



Welcome Flow

Target: Lead/Opportunity

Unicity based on: ?

Filter: Match all records 43 record(s)

Workflow

0 2 Hours



0 Bounced after 0 2 Hours



0 5 Days



Email marketing to create professional email campaigns using a drag & drop editor and customizable templates.



Marketing automation to build automated workflows that send personalized messages based on user behavior.



WhatsApp marketing for the automatic delivery of predefined templates within marketing automation flows.



Advanced segmentation using dynamic filters based on CRM data, sales data, and online behavior.

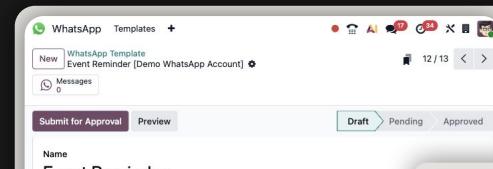


Real-time tracking and analysis of campaign performance (open rates, clicks, conversions).



Integration with other Odoo modules such as CRM, Sales, Website, E-commerce, and more for a true omnichannel marketing strategy.

WhatsApp



Name	Applies to	Created by	Status
Sale Order	Transfer	OdooBot	Draft
Referral S...	Referral Li...	OdooBot	Draft
Payment ...	Contact	OdooBot	Draft
Sale Order	Sales Order	OdooBot	Draft
POS Recie...	Point of S...	OdooBot	Draft
Point of S...	Point of S...	OdooBot	Draft
Delivery C...	Transfer	OdooBot	Draft
Payment ...	Payment	OdooBot	Draft
Invoice	Journal En...	OdooBot	Draft
Payment L...	Generate ...	OdooBot	Draft
Event Ticket	Event Regi...	OdooBot	Draft
Event Re...	Event Regi...	OdooBot	Draft

 **Send and receive WhatsApp messages** directly from Odoo through an integrated interface.

 **Message automation** for notifications, reminders, order confirmations, or appointments using Odoo workflows and predefined templates.

 **Integrated CRM** for complete customer relationship management.

 **Quick replies** using predefined messages and automated responses to improve customer service responsiveness.

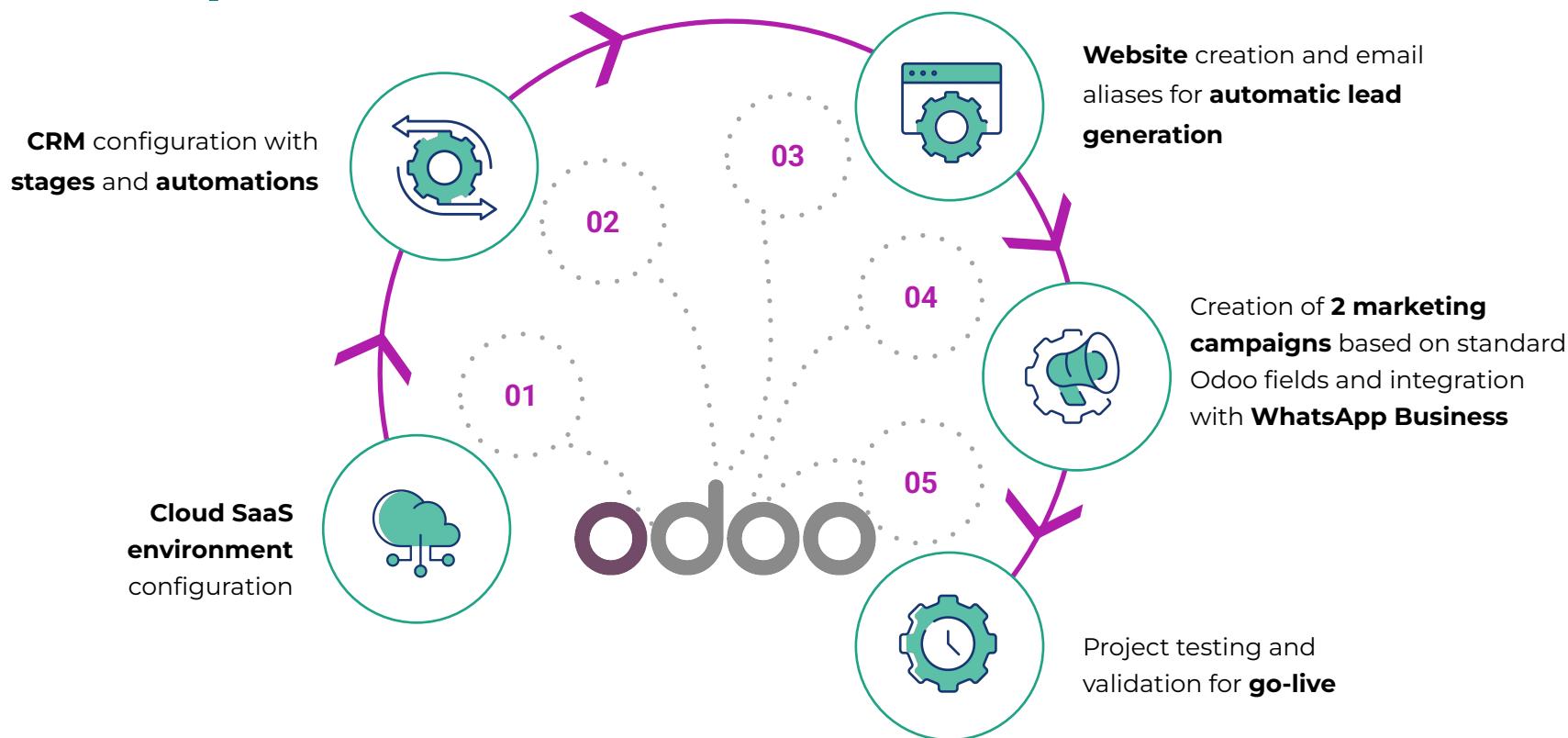
 **Conversation tracking and reporting**, including statistics on WhatsApp channel usage in marketing and sales campaigns.

 **Security, privacy**, and compliance with data protection regulations.



Project **PROPOSAL**

Il progetto con Rapsodoo





Economics

Economics

Project

Activity

- CRM configuration
- Website creation with forms for automatic lead generation
- Configuration of 2 marketing campaigns
- WhatsApp Business configuration
- Training for a total of 8 hours
- PDF guides for super users
- Turnkey project

Drivers/metrics

One-off fee

Implementation costs

€ 6,700.00

Economics - OPEX

Odoo Licensing* + Cloud

Activity

- Odoo licenses (10 users)
- Odoo.sh Cloud (1 worker – 60 GB storage)
- Production and testing

Drivers/metrics

1 Year

Commitment

Implementation costs

3k

(10 users + Odoo.sh)

Support Assistance & Maintenance Service

Activity

- Functional and technical support up to a maximum of 12 hours

Drivers/metrics

Implementation costs

€ 1,700.00



Thanks

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