

Constant Contact Teams: A Command Center for Multi-Location and Multi-Team Marketing

The platform gives franchises, nonprofits, and other multi-location or multi-team organizations network-wide visibility, centralized control, and AI-powered insights — replacing the friction of managing marketing across dozens of accounts

WALTHAM, Mass., Oct. 6, 2026 /[PRNewswire](#)/ -- Constant Contact, the marketing platform that helps small businesses grow, today unveiled Constant Contact Teams, its tool for organizations that manage marketing across multiple locations, departments, and teams. Teams is a command center that gives leaders instant, network-wide visibility – with roll-up reporting, an actionable dashboard, and AI-powered insights that surface what needs attention across every account.

Most organizations running marketing across many locations are stuck coordinating it with tools that were never built for the multi-team structures. They face a tradeoff: give local teams freedom and lose visibility, or centralize control and slow everyone down.

Teams eliminates the tradeoff. Through a single hub, leaders see performance across their entire organization at a glance, then move into individual workspaces to get work done. Centralized governance – brand controls, approval workflows, and locked templates – lets local teams execute independently within approved guardrails. And a layer of intelligence helps leaders spot trends, catch problems early, and act faster across the whole network.

"A franchise owner or a nonprofit director with several locations has one brand and one mission to look after, and they shouldn't have to hunt through sub-accounts to find out what needs their attention," said Frank J. Vella, CEO of Constant Contact. "They should be able to see the whole organization in one place and act on it. Our multi-location customers asked us to make this simple; that's the job Teams does for them."

What's included in Teams:

- **An actionable dashboard (Hub & Workspaces):** A single hub for organization-wide performance, with workspaces where teams do the day-to-day work – no more digging through account levels to find what you need.
- **Roll-up reporting:** Aggregated views of campaign and contact performance across every account, with the ability to drill into any workspace for detail and jump back out in a click.
- **Performance leaderboard:** A side-by-side view of how each workspace is performing, so leaders can see who's excelling and who needs support.
- **AI Insights:** An AI-powered view at the top of the hub that surfaces health trends, pending approvals, and performance suggestions across all workspaces at a glance.

"Before, I was going account by account to see what was performing and what wasn't," said Christina Reynolds, Marketing Manager, Lift-All®. "Now the workspace lets me do that much more easily – I used to block off half a day just for reporting, and now it takes me less than an hour."

Constant Contact Teams is built for small and mid-sized organizations that need consistency, visibility, and control across locations but have outgrown single-account marketing tools – and don't want the cost or complexity of enterprise software. Franchises, associations, nonprofits, and educational institutions use it to scale marketing without losing the local ownership that makes it work. The Teams experience, including roll-up reporting, the new dashboard, and AI Insights, is available today. To learn more, visit constantcontact.com/partners/teams.

About Constant Contact

Constant Contact is the AI-powered marketing partner for small businesses, nonprofits, franchises, multi-location brands, and real estate teams. For more than 30 years, Constant Contact has helped entrepreneurs, franchise operators, and nonprofit leaders run smarter marketing. Today, it combines AI-driven content creation, intelligent audience targeting, and plain-English insights in one unified platform across email, social, SMS, and events — keeping every location, agent, or office on-brand and in sync. By doing the heavy lifting, Constant Contact gives every business owner the capability of a full marketing team, without needing one. Learn more at constantcontact.com.

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