

emailConnect

emailConnect is a comprehensive tool that helps you design and distribute e-mail communications to customers, suppliers, and business partners. Whether developing a marketing campaign or creating a company statement to business partners, emailConnect ensures your company is professional, takes advantage of its e-mail marketing opportunities, properly responds to market requirements for opt-out controls, and analyzes the campaign results for better effectiveness in the future.

emailConnect makes marketing easy. emailConnect manages the entire campaign cycle — from identifying and importing contacts, to creating targeted e-mails and a corresponding Web landing page. It delivers thorough reporting and analysis tools to help you build more targeted campaigns. Its user-friendly environment enables you to quickly and easily implement focused e-mail campaigns with minimal training. An extension to the full CRM application, emailConnect helps drive efficiency and gain true ROI for your campaigns.

By simplifying and automating campaign processes, emailConnect shortens campaign cycles, allowing you to produce more campaigns, more often. And emailConnect dramatically reduces overhead by eliminating the need for postage, printing and shipping required for traditional direct mail campaigns.

CAMPAIGN CREATION

Rapidly build sophisticated, personalized messages and newsletters.

E-MAIL DESIGN (HTML OR TEXT)

Design e-mail promotions in HTML or plain text formats based on the preferences of your audience.

WEB MICROSITE DESIGN

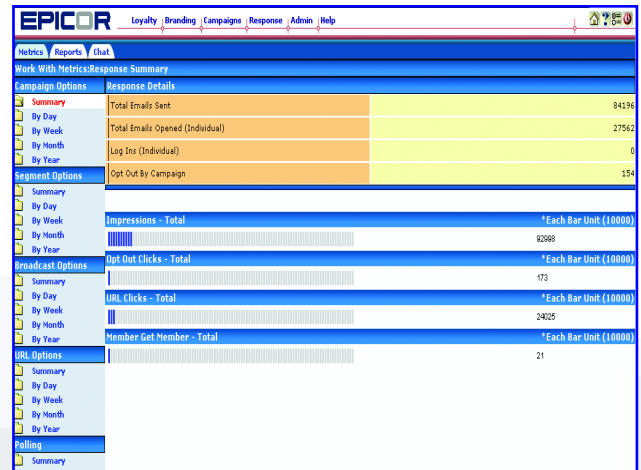
Build a microsite to Web-enable your campaign, and then gather detailed campaign analysis by monitoring the footprint of your audience as they step through the site.

METRICS REPORTING

Review detailed metrics regarding a campaign, down to the segment or broadcast, including individual response preferences.

CONTACT MANAGEMENT

Store all recipients in one place for easy access.



Communicate to your customers and prospects by e-mail and monitor whether your e-mail achieved its desired results.

IMPORT WIZARD

Use a simple flat file import from a standard CSV or text file format for easy campaign generation. Open database connectivity (ODBC) import offers flexibility in data sources.

PERMISSION-BASED OPT-OUT CONTROL

Manage requirements for effective permission marketing through structured opt-out controls that are enabled on a campaign basis or globally. Additionally, allow respondents to determine whether they receive text or HTML-based communications.

TEMPLATES

Produce fast and easy campaigns with a consistent look using standard templates.

SEGMENTATION

Utilize the power of your existing systems to generate more effective campaigns. By responding to previous purchases, requests or general demographics, you can generate targeted campaigns and optimize profits.

WEB DESIGN TOOLS

Create professional looking broadcasts with ease. From banner ads to your custom emailConnect home page, your company can utilize the power of emailConnect to Web-enable your users.



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