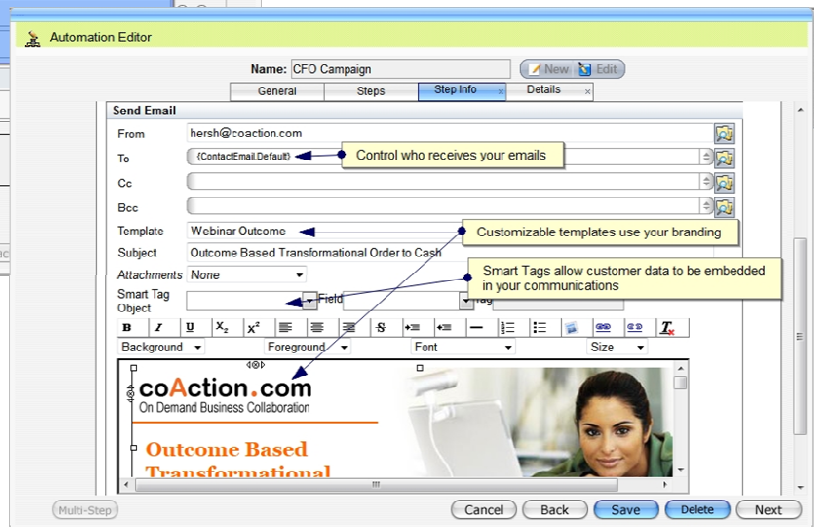
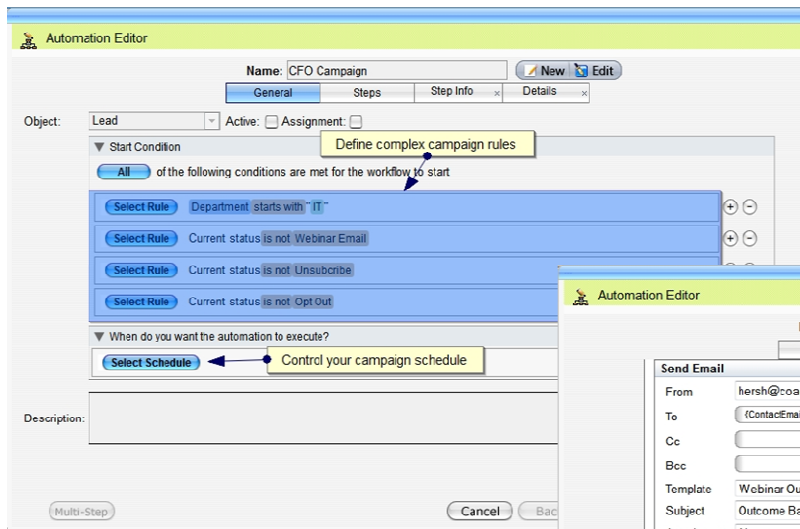


# Plan, Test and Execute Multi-Channel Marketing Campaigns

coAction Marketing Campaign Management is a comprehensive solution to plan, test and execute multi-channel marketing campaigns so you can improve marketing efficiency and effectiveness. Through targeted messaging and driving higher rates of new customer acquisitions, using customer intelligence, campaign management can help you reduce wasted resources, achieve a better return on investment and see a healthier bottom line.



## Targeted, Intelligent Email Campaigns

- ▶ **Complete more campaigns, faster** - An automated, trackable and easy-to-repeat process helps you push more campaigns out the door faster – from simple e-mail campaigns to complex multi-channel marketing campaigns.
- ▶ **Unmatched analytical capabilities** - Achieve higher response rate and develop highly targeted market segments based on order and payment history, attrition potential, market basket analysis, profitability, credit scoring and more.
- ▶ **Reporting framework** - Lets you measure, track and analyze campaigns so you can adjust as needed to continuously improve results.
- ▶ **Coordinate across multiple channels** - Select the channels most preferred by each of your customers, and coordinate communications across all of them.
- ▶ **Customer Intelligence** - Leverage demographic and product-related information you have gathered from other touch points to increase your potential conversion rates and eliminate resource waste from sending emails to uninterested audiences

## Campaign Planning, Execution and Management

- ▶ Easily create, view and edit campaign diagrams, and share and reuse campaigns and campaign components
- ▶ Ensure proper sign-offs before campaigns are executed with approval and automated notification processes
- ▶ Respond to outside events, such as e-mail click-through, call center responses or event triggers
- ▶ Use in-line integration with coAction Product Information Management for personalized e-mail, SMS and RSS message creation, delivery and response management
- ▶ Workflows ensure optimal allocation of customers in marketing campaigns, executed with no manual intervention
- ▶ Allow remote or distributed users to open, review, approve and edit campaigns and communications and to publish campaign reports via a Web user interface
- ▶ View campaign-related creative collateral – brochures, inserts, e-mails, banner ads and other documents
- ▶ Supports the use of your own proprietary SMTP server

## Customer Segmentation, Profile and Testing

- ▶ Visually select criteria using pick lists and histograms at any entity level (e.g., household, customer, account, business) within a campaign
- ▶ Directly incorporate selections from product content into campaigns
- ▶ Enable complex segment creation

## Campaign Measurement and Analysis

- ▶ Record contact history at any level (customer, account, household, business)
- ▶ Quickly browse and profile customer data for quality assurance
- ▶ Dashboards and Reports on campaign metrics

## Integrated Message Design

- ▶ There are many components that go into an email marketing campaign. Software that helps you present your message with attractive design stands a much better chance of getting results. coAction Campaign Management's integrated templating system provides everything your organization needs to bring together the ideal combination of:
  - ▶ Attractive images
  - ▶ Stylish, HTML formatted message
  - ▶ Trackable links to product pages
  - ▶ Personalized content
  - ▶ Rules based targeting