



E-MAIL MARKETING



Move Beyond Mass E-mail And Elementary Metrics



E-mail is an increasingly vital tactic for today's marketers. But now more than ever, as e-mail's popularity has grown, simply sending e-mails cannot guarantee delivery—let alone results. You must use e-mail properly if you hope to actually reach consumers and influence their purchasing behaviors.

Collabrys proprietary technology platform, combined with our experienced professional services, ensure reliable, precise and measurable e-mail marketing. Our E-mail Marketing solutions allow you to transcend mass e-mail programs and empower you to create compelling, relevant, results-driven communications that your consumers want to receive.

Plus, Collabrys can meet all of your e-mail marketing needs with a wide range of services and customized service levels. So whether you're seeking an upgrade path or simply considering outsourcing, Collabrys is the right partner to effectively take your e-mail marketing to the next level.

COLLABRYS E-MAIL MARKETING WILL:

Communicate Relevant Messages

Perhaps you already send an e-mail newsletter. Well that's a good start, but the days of one-size-fits-all messages are over. Simply blasting the same e-mail to everyone will only decrease your responses—or worse yet, wither your e-mail list—as consumers increasingly ignore or unsubscribe from irrelevant e-mails. Collabrys cutting-edge technology leverages your data to determine what is relevant to each recipient and dynamically assembles e-mail campaigns that resonate on an individual level. Plus, you can test different offers, content and design, in order to strengthen future campaigns.

Maximize Your Delivery

One of the biggest challenges facing e-mail marketers today is deliverability—actually getting your e-mail into your recipient's inbox. Collabrys advanced system capabilities, best practices methodologies and strict quality control procedures, as well as ISP relationships, bounce management, and CAN-SPAM compliance, collectively ensure that your e-mails get properly delivered, read and acted upon.

Strengthen Business Intelligence

Marketers who want to maximize the impact of their e-mail marketing efforts need to look beyond the measurement of simple open and click-through rates. Collabrys robust reporting system reveals in-depth analytic details—down to the individual user level—enabling you to measure and evaluate all aspects of your program, so you can identify consumer trends and optimize strategic decisions.



E-MAIL
MARKETING



INTERNET
COUPONS



DATA
WAREHOUSING



INTERACTIVE
PROMOTIONS



REPORTING



CONSUMER-GENERATED
CONTENT

E-MAIL MARKETING



THE COLLABRYS ADVANTAGE:

Collabrys E-mail Marketing technologies and services are second to none. Our advanced technology platform and experienced professional team enable you to get the most effective message to the right consumer at the right time, maximizing profitability and strengthening consumer relationships.

Advanced E-mail Marketing Technology

Collabrys reliable and scalable infrastructure can handle error-free processing and delivery of millions of e-mails every day. But efficiency is just the beginning.

Our e-mail capabilities also include:

■ Dynamic Customization

Modular e-mail capabilities enable automated assembly of different content to each recipient, based on profile, behavior, geography, etc.

■ Multi-Level Campaign & Content Management

Powerful tools support seamless program executions and facilitate streamlined creation, organization and management of your e-mails.

■ Triggered E-mails

Automated triggers generate e-mails based on business rules or specific events

■ E-magazines

Unique e-mail-to-web publication system enables personalized and targetable web-hosted, clickaway article pages.

■ Powerful Reporting & Analysis

Real-time, online reporting tools detail program performance and trends including comprehensive, in-depth e-mail response tracking, with click-stream and page-level data, and more.

Industry Experts and Flexible Service Models

We can play a supporting role in your e-mail marketing program or manage every facet. No matter which service model you select, with Collabrys as your technology and service partner, you will meet and exceed your interactive marketing goals.



COLLABRYS E-MAIL MARKETING: A Key Part of an Integrated Solution

E-mail Marketing is one component of our integrated approach to consumer relationship marketing. Our e-mail marketing, combined with other proprietary marketing technologies, premiere client services, and data-driven insights, form e-CRM solutions that will help you build and maintain stronger direct relationships with your consumers.

Used individually or as part of a comprehensive solution, Collabrys E-mail Marketing will help you capitalize on new opportunities, improve marketing accountability, and maximize ROI.

Learn About Other Technologies and Services from Collabrys

Take Your E-mails to the Next Level Today Contact Collabrys

Collabrys is a leader in interactive consumer relationship marketing. Global marketers such as Colgate, Reckitt Benckiser, Gerber, Revlon, America Online, and many others, have relied on Collabrys to acquire, retain or build stronger, more profitable relationships with their consumers. Collabrys is headquartered outside Washington, D.C. and has offices in the San Francisco Bay area. Collabrys is a business unit of Invenda Corp., which is traded on the Swiss Exchange (SWX) under the symbol "INVN".



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