



# PROGRAM EXECUTION SERVICES



## Tactical Execution With Best Practices



You've developed an excellent marketing strategy and execution plan—now it's time to make things happen.

Many marketers find that when they reach the program implementation stage, they require some level of support. In many cases their existing staff has other priorities or lacks the necessary expertise. Others realize they lack required implementation technologies or simply prefer to outsource day-to-day tactical execution.

Collabrys Program Execution Services provides the support businesses need in order to properly execute interactive programs. Our professional teams blend online, direct and database marketing expertise with superior technical capabilities and the latest industry best practices to deploy, manage and monitor your campaigns. Simply stated, we know what works, what doesn't, and why—and this leads to more effective and cost-efficient e-marketing programs.

### WE'LL COVER ALL YOUR BASES:

Our comprehensive services cover all your production, delivery and campaign needs, including:

#### Campaign Management & Monitoring

Our account management teams can function as an extension of your in-house marketing personnel. We provide a full range of campaign management services, including list selection and targeting, content uploading and editing, approval process control, scheduling and status reports, budgeting and project management, and more.

#### Technical & Data Integration

More likely than not, you have already made investments in other information, marketing, database, or even CRM, systems. Collabrys works along side and in support of such environments. We ensure seamless technical integration and continuous exchange of data between our solutions and your existing internal and external systems. Moreover, we can work with you and your technical staff to automate data exchange between Collabrys and your other sources, so you can fully leverage your existing data and resources for ongoing initiatives.

#### Regulatory & Privacy Compliance

Legal and regulatory standards are constantly evolving. Interactive communication issues such as permission and privacy (e.g., HIPAA, COPPA) and e-mail marketing legislation (e.g., CAN-SPAM) introduce a host of new database issues and additional challenges for interactive marketers. Collabrys helps you remain at pace with this changing landscape.



STRATEGIC CONSULTING



PROGRAM EXECUTION SERVICES



DATA MANAGEMENT



CREATIVE SERVICES



ANALYTICS

# PROGRAM EXECUTION SERVICES



## WE'LL COVER ALL YOUR BASES (cont.):

### E-Mail Deliverability

These days, sending e-mails is easy. Delivering e-mails, however, is not. According to some studies, ISPs fail to deliver 1 out every 5 opt-in emails because they perceive them as Spam. Deliverability, or making sure your e-mail messages reach your recipient's inboxes, is one of the biggest issues facing e-mail marketers today.

Consider some of the related concerns: managing ISP relationships and blacklists; identifying and resolving blocking and filtering issues; handling e-mail bounce; navigating new e-mail/sender authentication proposals. Indeed, deliverability is a big job. Collabrys advanced e-mail delivery services address these issues and more, in order to help ensure that our clients' e-mails arrive successfully in their consumers' inboxes.

### Quality Assurance & Testing

Do your e-mails render properly in different e-mail applications? Do your online coupons function in various browsers and operating systems? Are your links working and correctly directed? Are your website pages coded as they should be? Collabrys provides a wide range of Quality Assurance services to ensure the right consumer experience and protect your brand. Plus, our testing processes and methodologies enable marketers to test various offers, content, subject lines, creative, etc., in order to maximize program effectiveness.

## ULTIMATE FLEXIBILITY TO MEET YOUR NEEDS:

Collabrys can meet all of your e-marketing implementation needs with a wide range of services and customized service levels. Whether we're playing a supporting role or executing every facet of your program, with Collabrys as your partner, you can expect superior client services and worry-free, flawless executions.



## COLLABRYS PROGRAM EXECUTION SERVICES:

### A Key Part of an Integrated Solution

Program Execution Services is one component of our integrated approach to consumer relationship marketing. Our execution services, combined with our proprietary marketing technologies, other 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 Program Execution Services will help you capitalize on new opportunities, improve marketing accountability, and maximize ROI.

### Learn About Other Technologies and Services from Collabrys

## Leave The Execution To Us 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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