



INTERACTIVE PROMOTIONS



Get Consumers Excited— And Get Results!



More and more, smart marketers are realizing the power of interactive promotions—online instant-win contests, product package code-based games, sweepstakes, etc.—to increase brand awareness and recognition and to acquire, retain and strengthen consumer relationships.

While interactive promotions open up a whole new world of opportunities for consumer marketers, they also introduce new challenges. In order to execute successful interactive promotions, you need the right strategy and concept as well as the proper technological execution.

Collabrys offers both. Our best of breed technologies and experienced professionals produce compelling, reliable and measurable interactive promotions that get consumers excited, change their purchasing behaviors, and get you results.

COLLABRYS INTERACTIVE PROMOTIONS ENABLE YOU TO:

Motivate Consumers in a Variety of Ways

Collabrys provides a wide range of interactive promotions so you can choose according to specific marketing objectives or test different promotion types to discover which work best with your consumers. We offer:

- Web-based contests
- Instant win games
- Code-based entries
- Sweepstakes
- Registration programs
- Online surveys
- Referrals and viral marketing
- Rewards and points-based programs

Meet and Exceed Marketing Goals

Collabrys Interactive Promotions help you to cost-effectively achieve many of your consumer marketing goals. Our promotions are strategically designed to meet your key marketing objectives—expand your market share, increase the effectiveness of your advertising, positively reinforce brand image, motivate product purchases, grow your database size, and more.

Strengthen Business Intelligence

Collabrys Interactive Promotions strengthen consumer intelligence by determining which incentives motivate your consumers to act, what types of promotions they prefer, and much more. In addition, our experienced professional team and robust online reports help you to analyze program performance and identify trends, so you can confidently optimize marketing decisions and increase ROI.



E-MAIL
MARKETING



INTERNET
COUPONS



DATA
WAREHOUSING



INTERACTIVE
PROMOTIONS



REPORTING



CONSUMER-GENERATED
CONTENT

INTERACTIVE PROMOTIONS



THE COLLABRYS ADVANTAGE:

Collabrys is second to none when it comes to combining advanced technology with exceptional program management to execute impactful, secure and cost-effective interactive promotions.

Next-Generation Promotions Technology

Collabrys advanced technology platform empowers secure, reliable and scalable interactive promotions that can be quickly implemented. Our Interactive Promotions system ensures:

- **Privacy & Security:** Multi-tiered architecture provides maximum protection from system intrusion, application compromise, and unauthorized data access.
- **Speed & Flexibility:** Simple, efficient campaign management tools enable quick program set up, custom query capabilities, and ongoing ease of management, providing rapid turnaround and seamless execution.
- **Scale & Reliability:** Powerful infrastructure supports high-traffic responses and large-scale implementations with accuracy, meeting all of your growth needs and reliability expectations.

Industry Experts and Flexible Service Models

In addition to our technological capabilities, Collabrys experienced professional team provides complete promotions management support, helping you to effectively plan, design, implement, analyze, and optimize your interactive promotion programs. Our in-depth knowledge of the interactive promotion process ensures flawless campaign execution and expert analysis—and we can have your program up and running in a matter of days.



COLLABRYS INTERACTIVE PROMOTIONS:

A Key Part of an Integrated Solution

Interactive Promotions is one component of our integrated approach to consumer relationship marketing. Our interactive promotion capabilities, 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 Interactive Promotions will help you capitalize on new opportunities, improve marketing accountability, and maximize ROI.

Learn About Other Technologies and Services from Collabrys

Motivate Consumers 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".



6901 Rockledge Drive
Bethesda, MD 20817
(877) 323.6848
V: 240.333.6100
F: 240.333.6250
sales@collabrys.com