



**collabrys**  
Integrated Relationship Marketing

## Our Company

Collabrys ([www.collabrys.com](http://www.collabrys.com)) is a leader in interactive consumer relationship marketing. Leading global companies such as Colgate, Reckitt Benckiser, Gerber, Revlon, America Online, and many others have relied on Collabrys to acquire, retain and build stronger, more profitable relationships with their consumers.

### **OUR APPROACH:**

Collabrys differs from consulting firms or agencies, which often lack the technology and data capabilities for efficient executions, as well as from technology-only vendors who offer products but may not be able to define and deliver strategic marketing programs. We offer advanced marketing technologies, consumer data management and expert client services—all from one source.

Collabrys bridges the gaps between marketing technologies, data and services, so you can decrease costs, maximize efficiencies, improve resource management, and reap the benefits of well-orchestrated interactive programs.

With select tactics such as secure, print-controlled Internet coupons and dynamic e-mails, to sophisticated integrated programs, we'll help you strengthen consumer relationships, enhance loyalty and retention, and increase sales.

### **THE COLLABRYS ADVANTAGE:**

Collabrys technologies enable speedy, scalable executions and our people take your marketing programs to the next level. Collabrys also eliminates the costs and hassles of coordinating multiple vendors to form piecemeal solutions. Partner with us for a specific technical need, or for full-service interactive consumer relationship marketing solutions. It's up to you.

OUR COMPANY



**OUR TECHNOLOGY:**

Collabrys's integrated, on-demand technology platform supports a combination of interactive marketing applications, gathering data from multiple consumer interactions so you can better understand your customers—and keep them with you. Our Technology Suite features:

**MARKETING APPLICATIONS:** Create, test, deploy and optimize various, multi-channel personalized interactions including: ■ E-mail Marketing ■ Consumer-Generated Content ■ Internet Coupons ■ Sweepstakes & Instant Win ■ Surveys ■ RSS ■ Viral Marketing ■ Loyalty & Rewards ■ and more.

**REPORTING & ANALYSIS:** Access vital statistics in real time, analyze your data within and across marketing campaigns, and gain a 360 view of your consumers through our web-based interface.

**DATA INFRASTRUCTURE:** Integrate, organize, store, and manage consumer data from multiple sources simply, efficiently and accurately with our hosted marketing-ready database.

**OUR SERVICES:**

Collabrys's experienced client service team provides a broad range of marketing services and service levels. We'll understand your marketing objectives, develop an appropriate execution plan, and implement measurable programs using the best combination of interactive elements.

**CLIENT SERVICES**

- STRATEGY
- ANALYTICS
- CREATIVE
- PROGRAM EXECUTION
- DATA MANAGEMENT

**MARKETING SOLUTIONS**

- BRAND LOYALTY
- MULTI-PRODUCT CROSS-SELL
- LIFE STAGE E-MARKETING
- PROMOTION OPTIMIZATION
- NEW MEMBER ACQUISITION
- WEB TO STORE PROMOTIONS
- NEW PRODUCT TRIAL

**INDUSTRY EXPERTISE**

- CONSUMER PACKAGED GOODS
- CONSUMER HEALTHCARE
- RETAIL
- CONSUMER ELECTRONICS
- TELECOMMUNICATIONS
- TRAVEL & LEISURE
- AND OTHERS...

Collabrys is a business unit of INVENDA Corp., a leading provider of digital marketing technologies, services and online media properties that enable more efficient and effective marketing. Invenda is traded on the Swiss Exchange (SWX) under the symbol "INVN".

**Get It Together.**

Contact Collabrys for more information or to partner with us today.

**Collabrys**

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