



INTEGRATED MARKETING TECHNOLOGY SUITE



Streamline Marketing. Decrease Cost. Increase ROI.



Marketing in an interactive world offers unprecedented consumer relationship-building opportunities through a variety of new touch points. Yet interactive marketing also introduces a host of new challenges, including new rules and regulations, high volumes of consumer data from disparate sources, and increasingly complex program executions.

Marketers often rely upon multiple vendors and tools to implement their interactive programs. This can be time-consuming and costly, and limits assurance of data cohesion and integrity among the various partners and initiatives.

If you plan to overcome new marketing challenges, minimize costs, and capitalize on exciting new opportunities, an experienced partner with an integrated e-marketing technology platform is critical to your success. Moreover, this platform must be scalable in order to grow with your needs.

A PROVEN, COMPREHENSIVE E-MARKETING PLATFORM

Collabrys innovative on-demand technology platform supports a unique combination of interactive marketing applications that leverage a common infrastructure and integrate seamlessly, enabling cost-effective and efficient marketing executions.

All of Collabrys on-demand marketing applications are managed through a centralized, Web-based campaign management environment. These applications sit atop our integrated consumer data infrastructure, which can effectively host high interaction volumes and collect vast quantities of data. Data collected through single and multi-channel marketing programs feed into our unified business intelligence reporting system. This allows program performance to be queried and assessed across multiple dimensions in order to compare results, identify trends, and reveal holistic consumer insights.

COST-EFFECTIVE, HASSLE-FREE EXECUTION

Delivered as a hosted ASP service model, Collabrys Suite requires no upfront IT investment, no extra bandwidth, and no added technical personnel. From a total solution perspective, it provides immediate access to sophisticated technology, while offering an integrated infrastructure designed for scalable, reliable interactive relationship marketing.

Collabrys Suite eliminates the costs and hassles of coordinating multiple tools and vendors to form piecemeal solutions. It also simplifies data management within a unified system, rather than requiring you to aggregate data from disparate sources and potentially compromise accuracy. With Collabrys Suite, you'll gain worry-free and easily executed solutions that reduce costs, improve marketing efficiency, and quickly respond to new opportunities.



E-MAIL
MARKETING



INTERNET
COUPONS



DATA
WAREHOUSING



INTERACTIVE
PROMOTIONS



REPORTING



CONSUMER-GENERATED
CONTENT

INTEGRATED MARKETING TECHNOLOGY SUITE



ONE SUITE, MANY CAPABILITIES...

Campaign Management Create, test, optimize and deploy various, multi-channel personalized interactions using our web-based campaign management system.

Marketing Applications E-mail Marketing ♦ Internet Coupons ♦ Sweepstakes & Instant Win ♦ Consumer-Generated Content ♦ 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.

... AND MANY BENEFITS

Reduced Costs Reduce costs and eliminate inefficiencies that stem from the coordination of multiple vendors.

Flexible Pricing Gain flexibility when managing your marketing budget with pay-as-you-go and subscription-based pricing.

Speedy Execution Enable quick program launches, ongoing ease of management, and seamless execution with solutions that can be implemented in days or weeks, not months or years.

Scale & Reliability Meet all of your growth and reliability needs using a powerful infrastructure that supports high-traffic responses and large-scale implementations with accuracy.

Easy Integration Integrate new marketing solutions with your various existing internal and external systems to work along side and in support of such environments.



COLLABRYS INTEGRATED MARKETING TECHNOLOGY SUITE:

A Key Part of a Comprehensive Solution

Collabrys Integrated Technology Suite is one component of our holistic approach to consumer relationship marketing. Our Suite, combined with data-driven insights and premiere client services, forms e-CRM solutions that will help you build and maintain stronger direct relationships with your consumers.

You can use one, several, or all of our Suite components, as well as our client services. However you choose, Collabrys Integrated Technology Suite will help you capitalize on new opportunities, improve marketing accountability, and maximize ROI.

Get It Together—Integrate Your Marketing Today Contact Collabrys



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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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