



“With iMarketing Automation you can effectively execute personalized and relevant relationship marketing campaigns.”

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## Integrate Your Multi-Channel Marketing Mix

Improve marketing effectiveness by managing your multi-channel marketing initiatives with one powerful solution – Vtrenz iMarketing Automation. Combine permission-based email communications, direct mail drops, surveys, microsites, fax blasts, market research and more to maximize the return on your marketing investment.

## Automate Campaigns to Improve Sales Opportunities

Both sales and marketing have a single goal in mind – increased sales. This goal becomes reality with iMarketing Automation when you effectively execute personalized and relevant relationship marketing campaigns. Stay in contact with all leads, including those left behind by sales, increasing the opportunity for future sales. In addition, dynamic lead routing capabilities ensure that your sales team is receiving qualified leads - resulting in more closed sales.

## Analyze Campaign Performance and ROI

With iMarketing Automation, you have the arsenal needed to prove the value of your marketing efforts. Your marketing activities and results are automatically tracked real-time and are available in an easy-to-read graphical format. Powerful campaign analytics allow you to identify which campaigns are most successful and to develop benchmarks for future performance.

## Product Features

### Analysis Manager

Track email and fax campaign activities online. When contacts respond via a microsite or survey, results are available real-time in an easy-to-read graphical format for in-depth analysis.

### Campaign Manager

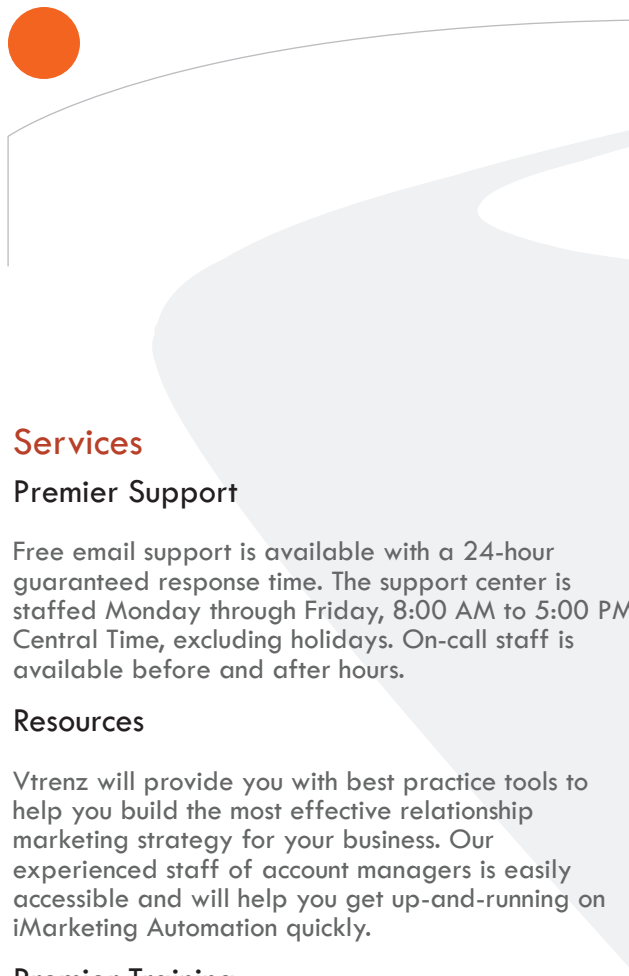
Plan, develop, execute and report on your multi-step, multi-channel, single and multi-track campaigns from one location. Set-up campaign communications and send when you are ready—or automate your campaign execution to be triggered based on predefined rules. Dynamically route leads, when qualified, to an assigned sales representative, or to a call center for further qualification.

### Contact Manager

Track communications you send to contacts through the system, as well as the actions taken by the contact. View individual contact history, or track your campaign activities. iMarketing Automation integrates with any Customer Relationship Management (CRM) solution in order to share contact information and history.



“Defined user roles and permissions ensure appropriate use of iMarketing Automation. And a proven, rigorously tested security infrastructure ensures your data is secure.”



## Services

### Premier Support

Free email support is available with a 24-hour guaranteed response time. The support center is staffed Monday through Friday, 8:00 AM to 5:00 PM Central Time, excluding holidays. On-call staff is available before and after hours.

### Resources

Vtrenz will provide you with best practice tools to help you build the most effective relationship marketing strategy for your business. Our experienced staff of account managers is easily accessible and will help you get up-and-running on iMarketing Automation quickly.

### Premier Training

Live instructors are available for Basic and Advanced iMarketing Automation online training classes. Additional training opportunities are available at user group meetings and special online training sessions periodically throughout the year.



## Data Manager *(Continued from Product Features)*

Easily consolidate, access, segment and manage your data in iMarketing Automation. Your database will automatically be set up with common contact fields - while you also have the ability to add customizable fields to meet your specific business needs. Use the import and export manager to integrate information from other sources, or use the data intake form to add one contact at a time. Create static or dynamic marketing lists to target your audience. Segment your list by demographic and firmographic information in your database - or segment your list based on behaviors including purchase transactions, actions such as clicks or opens, and preferences captured in surveys or online forms. Automatically track and exclude opt-out contacts future email communications for compliance with federal regulation.

## Design Manager

Create professional-looking designs, without knowledge of HTML, directly in the design center, or upload designs created in professional design tools. The design center makes building one-off communications, or templates for a complete campaign or brand strategy, easy.

## Digital Asset Manager

Manage your brand and marketing assets digitally. Store and easily share files across teams including, graphics, documents, and rich media for use in email campaigns, within survey fulfillment or on microsites. Optimize graphics for quick download, and when you update an asset; all uses will automatically be updated with the newest version.

## Marketing Dashboard

The marketing dashboard precipitates better decision making by increasing business intelligence. Using the seven out-of-the-box reports, you can benchmark results and identify trends by comparing aggregate results day-to-day, month-to-month, or year-to-year. Custom built reports can also be added for business specific analysis needs.

## Surveys and Microsites

Create electronic forms for your website; customer surveys that can be embedded in emails; and campaign microsites for gathering new leads. Each can be designed to extend your corporate brand or campaign design. Automate responses or route leads via lead alerts for immediate follow-up by sales professionals. You can run an unlimited number of surveys and microsites at one time - making it easy to manage multiple campaigns that are highly targeted.