

Outbound Marketing

➔ Plan, execute, and monitor permission-based marketing campaigns across multiple touch points with this proven and powerful integrated database marketing solution.



Be enterprising.

In the face of proliferating communication channels and changing regulatory policies related to telemarketing, email marketing, and data privacy, companies must deal with new levels of complexity in their outbound marketing efforts. Yet customer acquisition, retention, and growth at a reasonable cost continue to be a critical success factor. To succeed, enterprising companies know they must combine permission-based marketing and automated regulatory compliance with powerful targeting analytics.

Leverage experience.

A component of the market-leading Infor™ CRM Epiphany suite, Outbound Marketing was designed with the realities of 21st-century marketing in mind. It serves as an integrated database marketing solution for planning, executing, and monitoring permission-based marketing campaigns across multiple touch points, enabling companies to grow customer relationships cost-effectively while being sensitive to customer preferences.

Get business specific.

Easy to use regardless of skill level with SQL and databases, Outbound Marketing provides business-specific campaign management, sophisticated database management, integrated OLAP and predictive analytics, multi-channel execution, and built-in closed-loop reporting. Automated global business rules and system-wide opt-in/opt-out functionality help marketers enforce company marketing policies and regulatory compliance, while tightly integrated permission-based campaign management,



reusable marketing components, robust analytics, and an intuitive interface help them rapidly develop highly optimized campaigns. Closed-loop analysis and predictive behavior patterns make it easy to understand campaign responses, improve targeting, and drive intelligence into subsequent campaigns. Highlights include:

Sophisticated email marketing

Outbound Marketing lets companies develop highly personalized email and dynamic email newsletter campaigns, track opened emails and click-through responses, and automatically handle unsubscribe requests in real time.

Powerful customer insights

Fully integrated analytics ranging from "drill anywhere" reporting and charting to advanced data mining and end-user-developed custom calculations are part of Outbound Marketing. The intuitive web interface enables marketers to access stores of customer data and uncover valuable insights that can become actionable initiatives. Scores from external analytical tools can also be incorporated.

Precise customer targeting

Powerful query and filtering functionality defines highly targeted lists and an unlimited number of segments. Offer optimization dynamically selects the best offers using integrated data mining components. Queries and segmentation schemes are created using available customer information including demographics, transactional behavior, campaign history, model scores, and date-relative filters.

Multi-channel, event-triggered campaign execution

Permission-based, multi-message campaigns—including single-use, multi-wave, and event-triggered campaigns—ensure that targets receive the right combination of messages or materials via direct mail, email, telephone, SMS/wireless, and other channels. Multi-message support, global business rules, flexible scheduling/sequencing/notification capabilities, segmentation, custom-defined output files, and automatically generated ROI summaries are included.

Closed-loop reporting and analysis

Outbound Marketing automatically tracks campaign histories, monitors responses, and uses response data to trigger follow-up conversations through any touch point. Marketers can analyze campaign performance through saved and ad hoc reports, so they can focus on the highest-value campaigns and customers.

See results now.

Outbound Marketing is ideal for companies that seek superior permission-based, multi-channel marketing campaigns that build ongoing customer relationships while respecting customer preferences. It can help your company generate a fast return through:

- Reduced campaign cycles and improved efficiency
- Improved acquisition, retention, cross-sell/up-sell
- Increased customer loyalty and increased revenues

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