

Clientele eMarketing

Marketing the Enterprise

Are you making the most of your marketing resources? In a fiercely competitive market, it's critical to gain visibility with prospects and maintain communication with customers and partners. Effectively marketing your business goes far beyond product promotion.

Clientele eMarketing is a powerful application for delivering effective e-mail marketing campaigns. It is also an excellent tool for distributing important communications to your employees, partners, prospects and customers.

eMarketing can be used by customer service to communicate critical support information, by your channel manager to share program updates, or by your human resources department to inform employees of new benefits policies. Innovative thinking will uncover dozens of areas where e-mail marketing programs can be used to drive revenues, improve customer satisfaction and streamline internal processes.

The Clientele CRM Suite

The Clientele CRM Suite is a set of enterprise CRM applications for small and midsized companies that are focused on their customers. Clientele is award-winning CRM software, with ten years of features and functionality behind it. Built on Microsoft technologies, Clientele applications are easy to install, administer and use.

A Comprehensive Campaign Management Solution that Delivers Results

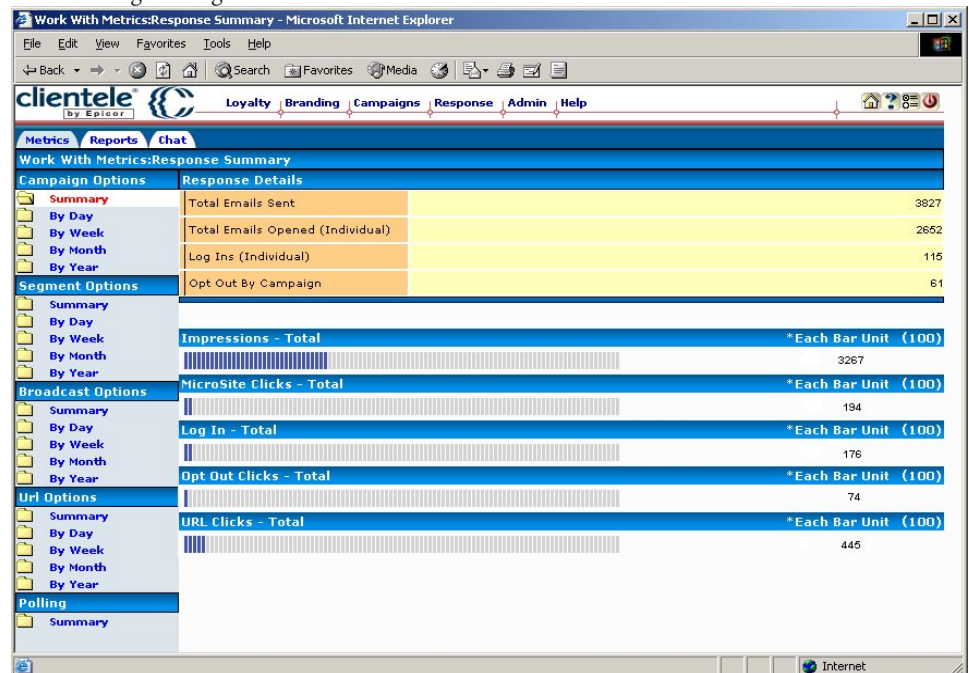
The Internet has proven to be a valuable tool for small to midsize enterprises looking to drive efficiency by simplifying business processes. More and more enterprises are looking at ways to eliminate antiquated and expensive processes and re-design them to leverage the benefits of the Web.

Many organizations utilize e-mail to distribute information about new products, promotions and services to customers. Leveraging e-mail as a marketing tool is inexpensive, and when properly targeted, e-mail campaigns can be extremely effective in acquiring new and retaining existing customers.

delivers thorough reporting and analysis tools to help you build more targeted marketing campaigns.

Its user-friendly environment allows users to quickly and easily implement focused e-mail campaigns with minimal training. An extension to Clientele's full CRM suite of solutions, eMarketing helps drive efficiency and gain true ROI from your campaigns.

By simplifying and automating campaign processes, Clientele eMarketing shortens campaign cycles, allowing you to produce more campaigns, more often. And eMar-



Clientele eMarketing provides extensive metrics and measurement of your e-mail campaigns.

Clientele eMarketing allows you to swiftly design and deploy targeted e-mail campaigns that deliver measurable results to help streamline business processes, increase marketing productivity, improve communication, drive sales and profits, and gain competitive advantage.

E-mail Marketing Made Easy

Clientele eMarketing manages the entire campaign cycle – from identifying and importing contacts to creating targeted e-mails and a corresponding Web landing page. It

keting dramatically reduces overhead by eliminating the need for postage, printing and shipping required for traditional direct mail marketing campaigns.

Reaching the Right People With the Right Message

The more targeted your campaign message is to your audience, the more success you'll realize from your efforts. Clientele eMarketing allows you to make the most of your marketing resources by targeting the right people with the right message.

Clientele CRM Suite



To ensure that your message reaches the right people, Clientele eMarketing's highly flexible, easy-to-use web interface allows you to quickly import contacts directly from Clientele CRM or other data sources — through ODBC or from flat files, so you're always using the most up-to-date information.

Clientele eMarketing provides segmentation capabilities that allow you to filter contact data any way you want. You may use eMarketing's simple forms to streamline your contact list based on dozens of values in your database.

Further precision can be achieved by creating customized broadcasts for each segment — so customers with larger budgets can be targeted with a different promotion than those with more modest financial resources. And you can consider previous campaign results when defining your segmentation.

Design Your E-mail

Leave the technical stuff to your IT department. The Clientele eMarketing content editor is designed to enable you to swiftly build personalized and content rich messages - without being a Web guru. It utilizes a grid-based layout format to enable quick production of HTML e-mails and Web microsites.

Clientele eMarketing allows you to design unique Web microsites to complement e-mail campaigns. Use Web microsites to share additional campaign information, drive traffic to your Web site, or as a call to action.

Measure Your Results

Effective marketing projects are results-oriented. The ability to analyze the success of a campaign can help you plan for future campaigns and prepare for changes in your organization's sales or service activity.

Clientele eMarketing delivers a flexible environment for tracking and measuring campaign results. It provides immediate feedback, allowing you to track campaign activity as soon as the campaign is launched. Clientele eMarketing gives you the power to track customer behaviors — such as when they opened the e-mail, how many times they viewed it and

whether they logged in to the corresponding Web microsite.

Metrics Facilitate Future Successes

The robust reporting and metrics capabilities in Clientele eMarketing allow you to effectively measure the success of a campaign, arming you with valuable information to strategize for future projects. eMarketing provides you with complete click-through rates for specific links. So you know what recipients are most interested in.

A Complete CRM Solution

Clientele eMarketing is available standalone or integrated with the Clientele CRM Suite of solutions, delivering maximum efficiency to your customer-facing operations. Contact data can be imported directly from Clientele. You can also periodically update the data imported from Clientele to make sure eMarketing has the latest contact information.

Built with .NET

Clientele eMarketing is architected to leverage the benefits of Web Services. eMarketing is built on the Microsoft .NET Framework, which delivers new levels of accessibility and extensibility. Through the use of XML Web Services, Microsoft .NET enables extensive scalability and integration capabilities.

Build World-class Relationships

The Clientele Group of Epicor Software is a trusted provider of customer relationship management software for the small and mid-sized enterprise. With more than 10 years experience and over 3000 customers, we supply virtually everything you need for a successful implementation: quality products, experienced professional services, and excellent support.

For more information on how Clientele eMarketing can help you develop cost effective e-mail marketing campaigns, contact your authorized Epicor Partner, or call The Clientele Group of Epicor at 800-356-0912 (U.S. and Canada) or 503-612-2600 (international). Or visit us on the web at clientele.epicor.com.

Key Features

- Campaign Creation
- E-mail Design (HTML)
- E-mail Design (Text)
- Web Microsite Design
- Metrics - Campaign/Segment/Broadcast
- Metrics - Individual
- Reports
- Contact Management
- Flat File Import/Mapping
- ODBC Import/Mapping
- Import Macro's/List Cleaning
- Opt-Out Control
- Template Saving
- Basic Segmentation (Internal)
- Advanced Segmentation (ODBC)
- E-mail Broadcast by Preference
- Product Administration
- Advertising Administration
- File Import
- Chat (Microsite required)
- Organization Creation
- Role Based Security
- Home Page Design

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