

Every business has a constant need to communicate with its customers, suppliers and prospects in order to sustain its life blood - Revenue! The secret is to know what data to send to whom, at a time which is most appropriate to them.

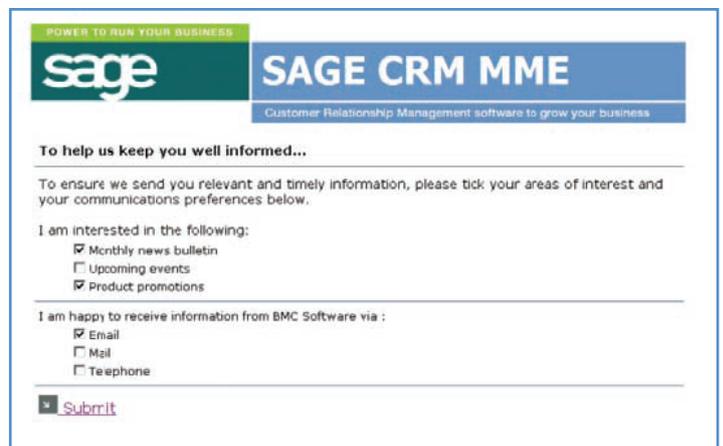
The Business Issue

The closer a message can be matched to the preference of the target audience, in terms of its content and delivery mechanism, the higher the probability of its success. Sage E-Marketing is designed for marketers, to assist them in easy delivery of the right offer to the right people - very cost effectively. Most importantly, the actions of the target audience (i.e. the online behaviour in terms of their topic preferences) are written directly back to the contact records of your CRM system, an invaluable feature for any marketer wanting to create personalised & tailored e-channel marketing campaigns.

The e-channel is about permission based marketing and meeting the needs of the target audience. Effective segmentation of data and the targeting of specific needs in your CRM system allow Sage E-Marketing to deliver your message in a timely and cost effective manner whilst successfully tracking the results.

The success of the e-channel is augmented by the entire organisation embracing a new channel of communication. With everyone on board, it is possible to source opt-in email addresses at every touch point in the business.

If every contact point always gathers an email address, subscribers will then be included in future campaigns promoting products and services in which they have expressed an interest or preference.



POWER TO RUN YOUR BUSINESS

sage **SAGE CRM MME**
Customer Relationship Management software to grow your business

To help us keep you well informed...

To ensure we send you relevant and timely information, please tick your areas of interest and your communications preferences below.

I am interested in the following:

- Monthly news bulletin
- Upcoming events
- Product promotions

I am happy to receive information from BMC Software via :

- Email
- Mail
- Telephone

Six benefits of Sage E-Marketing to the Direct Marketer

Low cost	No budget required for postage, print and fulfilment
Rapid campaign creation	Gartner (2002) estimates that email campaigns are completed in 7-10 days compared to 4-6 weeks for traditional direct mail
High response rate	On average, response rates are between 6-8% for permission based email, a much higher figure than traditional direct marketing campaigns
Rapid response & results	According to Gartner (2002), responses to emails accumulate in an average of 3 days, compared to 3-6 weeks for traditional direct mail
Enables frequent communication	Email campaign structures enable frequent communication – in traditional direct marketing this is usually impractical due to cost
Two way communication	Feedback from the target audience can be recorded through actions on landing pages or surveys about their buying behaviour and topic preferences – this information can be incorporated into future personalised, targeted email campaigns

Sage E-Marketing Supports e-channel Technology

Sage E-Marketing allows you to create emails in HTML format. However, it is more likely that a series of templates would be used to allow email marketing campaign managers to execute campaigns using pre-designed and approved templates. These templates can be easily imported into Sage E-Marketing and re-used as and when needed.

Many organisations block HTML emails, believing them to be spam. This can obviously be a significant set-back to a campaign and diminishes the target audience before the content and offer has even been delivered. To overcome this, Sage E-Marketing delivers all outbound communications as a two part 'mime' message.

This means that both an HTML and Text format email are sent as part of a campaign. If the HTML is blocked, the Text format will be delivered in its place, thus maintaining the highest possible delivery rate. In addition, if an HTML email is blocked, it is reported back and stored against the target audiences' preferences, so that you know what percentage of your campaign audience will allow HTML through. In some campaigns it may be inappropriate to create HTML format, thus reducing time and costs.

The Bounce Back

When processing a campaign, Sage E-Marketing will auto-check the format of the selected email addresses against a predetermined list to carry out a base check and identify potential 'fakes' in the audience before the campaign is initiated.

Once the campaign is initiated, 'throttle settings' control the speed of the outflow, in line with your communication infrastructure or resources, to cope with the call to action. Despite keeping your lists as up to date as possible, you will inevitably receive 'bounce backs' – for example 'out of office' - together with delivery failures. In unsophisticated outbound tools these elements alone can create a resource overhead, which outweighs the benefits of the tool. Sage E-Marketing traps the bounce-backs and places them in a defined area. It automatically produces an analysis of the types of bounce-back received and, where appropriate, updates the CRM system.

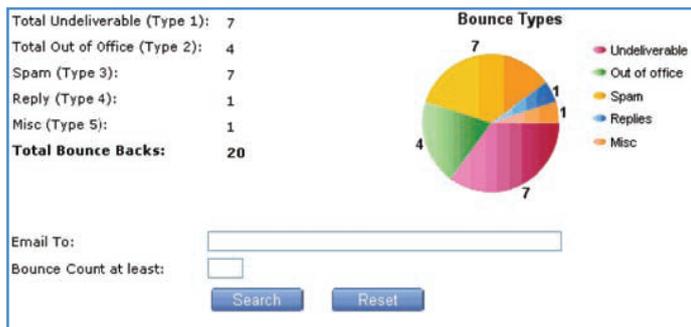


Fig 1: Bounce Back Manager.

Technology

As a 100% web based solution built in the Microsoft .net framework, Sage E-Marketing utilises common standards including SOAP and XML to ensure minimal impact on your environment, yet maximum functionality in the product. With no client architecture to consider, the only requirements are a database and web server using IIS. By using SMTP as the mail backbone, all the leading mail platforms are supported as a delivery mechanism (Lotus Notes, Exchange, Groupwise). Sage E-Marketing integrates with the full range of Sage CRM software.

Knowledge is power

The key activity is to promote an offer to your target audience. However, what you promote, on which day of the week, at what time of day and to whom, is crucial in terms of delivering a successful e-channel campaign.

With Sage E-Marketing, the target audiences' actions are captured within the system, allowing you to analyse your audience and helping you to build a complete picture about them. Using the invaluable data about your target audiences' preferences in products and services, as well as their preferred time of receiving email communication from you, you can ensure that all subsequent campaigns are more accurately targeted.

See Fig. 2 below

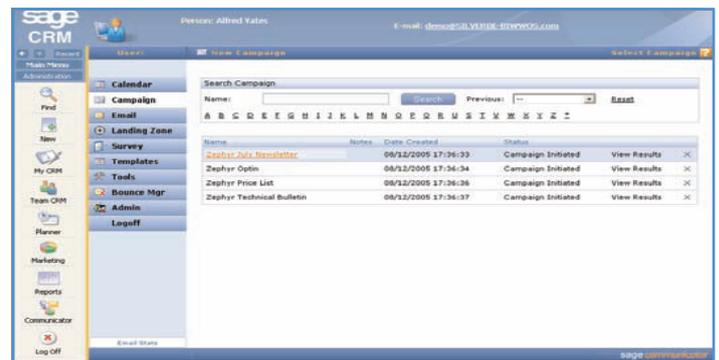


Fig 2. A customer contact record in Sage CRM, showing the return data (customer interest) enabling you to tailor the next communication perfectly

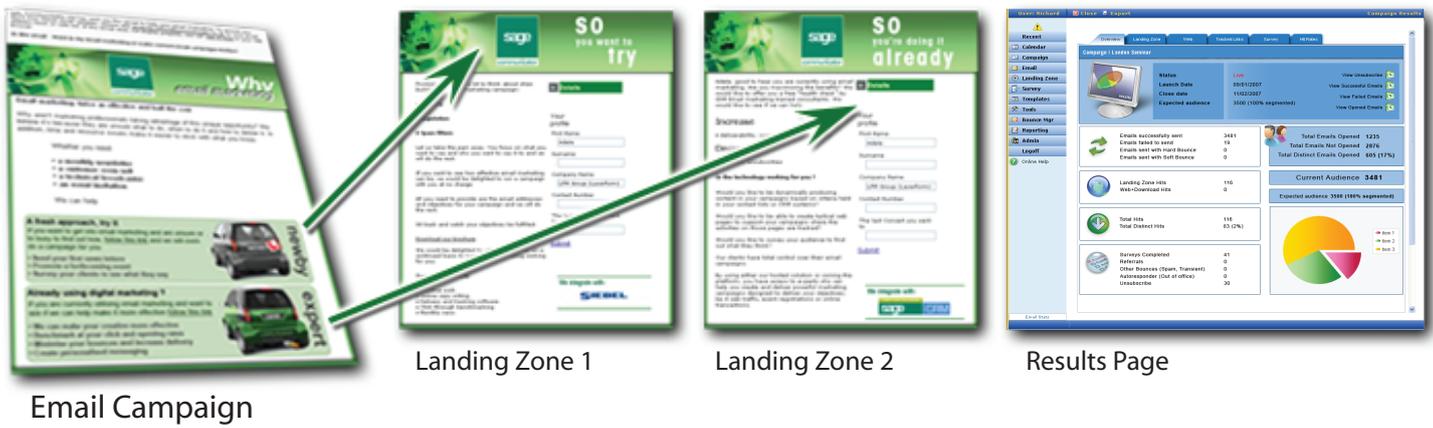


Fig 3. Email campaigns are designed with click-throughs to landing zones - key topic areas are covered on separate pages; the target audience choose to visit different landing zones according to their preferences. The results are recorded and saved, enabling improved segmentation and targeting for future campaigns.

Key Benefits of Sage E-Marketing

- Automatically produces a list of email bounce backs, with reasons why they bounced
- Continuously tests the domain validity of the email audience to ensure it is correct (this reduces the number of bounce backs)
- Automatically marks a record as: 'do not email' should the customer select unsubscribe
- Provides easy access to campaign analysis
- Makes email creation with PDF download function easy
- Allows creation of predetermined campaigns collating an audience at a specified time or a triggered event (i.e. every Tuesday morning)
- Enables creation of both HTML and TXT email for greater delivery rate and reduced bounce backs
- Provides SPAM check which allows the sender to assess the likelihood of emails being rejected, due to unsuitable choice of words and content
- Provides ability to personalise the email, including the subject field, to increase open rates

Key Benefits of Sage E-Marketing Enterprise

Sage E-Marketing Enterprise offers a number of additional benefits over the standard edition. Not only can you analyse who receives the information, but which specific topic areas the customer continually shows interest in – an invaluable source of information for the marketer to create tailored loyalty programs and cross-selling campaigns.

Landing Zones

- By replacing delivery of PDF documents with the creation of landing zones - where key topic areas are covered on separate pages, the target audience will be directed to different 'landing zones' according to the topics they prefer. These preferences are automatically recorded and saved in Sage CRM. See Fig 3

Surveys

- Carry out online surveys to gather invaluable feedback from the target audience
- Record the preferences of the audience via surveys to establish which regular communications would be most beneficial to them
- Using the data obtained from creation of landing zones and surveys, create frequent, highly relevant and personalised communications to your target audience

Integration

Sage E-Marketing integrates with the full range of Sage CRM Software.

About Sage CRM

Sage CRM is an Internet-based CRM solution designed to bring the real benefits of CRM to your organisation. It's designed to be easy to use and deploy, affordable and packed with useful features.

Sage CRM uses industry-leading technology to foster better business practices and effortless information exchange throughout your organisation. With Sage CRM, you can quickly analyse, manage, and synchronise sales, marketing and customer care activities across all points of contact.

Regardless of how, when or where your customers, partners, and prospects choose to interact with your company, Sage CRM gives you a decisive advantage by providing comprehensive, easy-to-use tools to successfully manage these relationships.

About Sage CRM SalesLogix

Award-winning Sage CRM SalesLogix is the customer relationship management solution that enables small to medium-sized businesses (SMB's), and divisions of large corporate organisations to acquire, retain and develop profitable customer relationships. With more than 250,000 users at 6,500 companies worldwide, Sage CRM SalesLogix is the Mid Market CRM leader and is part of the Sage family of integrated business management solutions.

Sage CRM SalesLogix provides a complete account-centric CRM solution designed to enable your sales, marketing, customer service and support teams to improve the management of their relationships with customers and prospects.

Sage CRM SalesLogix's strength lies in its ability to fit seamlessly with any organisation's unique sales and customer interaction process. Sage CRM SalesLogix consistently scores highest and has received awards for its ease of use.

About ACT!

With more than 2.5 million individual users and 35,000 corporate customers, ACT! by Sage is the number one selling contact and customer management solution worldwide. The ACT! product family offers a range of solutions geared to individuals, small businesses, and corporate workgroups or teams to assist in increasing individual productivity, improving sales performance, and providing key insight into all customer interactions.

Sage offers flexible deployment options including Windows, Web-based, and mobile access solutions to provide timely access to critical contact and customer information. ACT! is renowned for exceptional end-user adoption, low overall total cost of ownership (TCO), and high return on investment (ROI) for both individuals and organizations.

**For more information, please visit
www.sagecrm.co.uk or call 0845 111 9988**

POWER TO RUN YOUR BUSINESS



Sage (UK) Limited
North Park
Newcastle upon Tyne
NE13 9AA

Tel 0845 111 9988
www.sage.co.uk