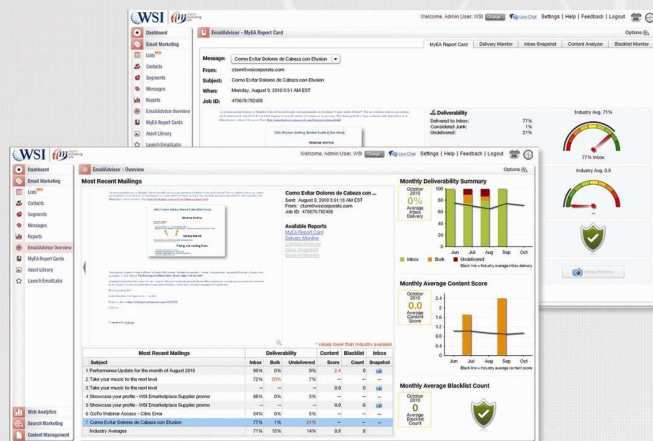




Powered by Lyris



Features and Benefits

Integrated Campaign Management Approach

- World-class email marketing solution, integrated with search, social and customer management channels
- Embedded email deliverability and Web analytics to bring you the true next generation in Internet marketing



World-class Email Marketing Solution

- List management to ensure higher returns from your campaigns
- Segment and target email messages to different subscriber groups
- Built-in deliverability reports to find and fix problems before you send
- Real-time conversion and revenue analytics
- A/B split testing to quickly determine how to improve ROI
- Social media tools to enable your reader to share your content

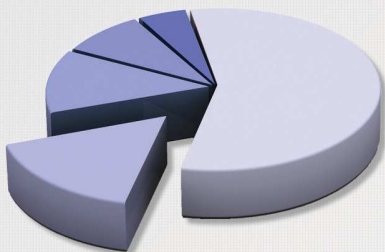
Pay-Per-Click (PPC) Optimization

- Unified PPC management approach
- Maximize return on investment
- In-depth keyword analysis to increase revenue growth
- SearchAdvisor reports to quickly spot any campaign problems
- Measurement of results all the way to the point of conversion



Salesforce.com Integration

- Segment email campaigns based on sales activities
- Easily send targeted campaigns to your Salesforce database and track each response
- Send trigger emails based on where a prospect is in the buying cycle



Powerful Analytics Package

- Automatically tag and capture intelligence across complete campaign
- PPC, email, landing page, website
- Deep level reporting – funnel, behavior, click fraud



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