

E-Mail Marketing Campaign Response Tracking & Reports

Data Sheet

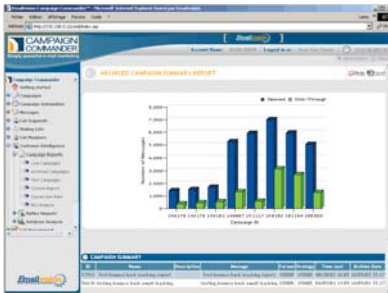
In the space of a few years, e-mail has become the most profitable and one of the most widely used direct marketing channels. It provides considerable productivity gains and has greatly improved the effectiveness of communications between companies and their customers in all business sectors.

Reliable performance indicators and detailed response reports will provide you with an in depth understanding of your e-mail marketing campaigns, helping you to manage your marketing resources more effectively.

One of the strengths of the Campaign Commander™ solution is that it makes it possible to view the results of your campaigns in real time, and to monitor the behaviour of your customers with respect to the offers and newsletters they are sent. This makes it easier for you to understand their needs. By enriching their profile in your database, you can increase customer loyalty by sending out more targeted and personalised campaigns.

To help you to analyse your e-mail marketing results in depth, all the reports are available via the Campaign Commander™ Customer Intelligence module: detailed reports on current campaigns as well as a history of all past campaigns. The reports are available in both graphic and numerical form, and can be downloaded in Excel format at any time. Campaign Commander™ automatically aggregates the results of each campaign which can be downloaded for offline analysis via the data export module.

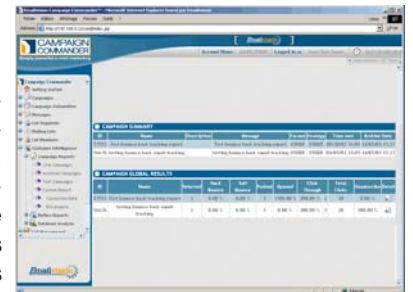
Top Level Response Reports



For each of your e-mail campaigns handled by Campaign Commander™, you can monitor the number of messages sent, the invalid addresses (hard bounces), the temporary inactive addresses (soft bounces), the number of successfully delivered messages, the unsubscribe requests, the campaign open rate, the click through rate and the conversion rate (post click tracking).

- Delivery Reports (Hard Bounce/Soft Bounce).

Once messages have been sent out, by analysing those that are returned (soft bounces and hard bounces), it is possible to assess the quality of your data file and to identify blockages that may be coming from certain Internet service providers (ISPs). The special relationships that exist between Emailvision and ISP's mean that any potential blockage of your messages can be quickly resolved. In addition to this, the fact the Emailvision has been committed to permission based marketing for over five years means that the firm is most credible in the eyes of the ISPs and professional bodies in representing your case.



- Unsubscribe Reports

Emailvision recommends that each message contain a mechanism by which the recipient may unsubscribe (opt-out). Campaign Commander™ automatically manages these unsubscribe requests in your database, which ensures you always have a 100% opt-in file. Unsubscribe reports are produced at a detailed campaign level in real-time.

Behavioural Response Reports

Through the detailed campaign behavioural response reports, you can analyse the success of your campaigns and therefore constantly improve on the targeting and personalisation of your e-mail marketing programmes.

- Campaign Open Rate and Click Through Rate Reports

For each campaign, and on a daily basis, you can visualise the rate at which your messages are opened, in real time, as well as the click through rates, including unique, multiple and link-by-link click through rates.



- Response Per Link or “Call To Action” Reports

A detailed report will give you precise information on the click through rate for each link (or call to action) that is contained within your message. You will therefore be able to adjust the content of forthcoming campaigns more accurately.

- Post-Click Tracking Reports

The Post Click Tracking feature enables you to monitor the activity of your customers on your web site, following an e-mailing campaign. This function is of particular use to e-commerce businesses, because enables them to monitor conversion rates and to calculate the ROI (Return on Investment) of an e-mail campaign.

It is also an excellent tool for monitoring other forms of conversion activity on a web site, linked to a particular e-mail campaign. For instance, it is possible to monitor how often a form is filled out or a specific page on the web site is accessed, after an e-mail campaign.



- Daily Response Reports

For each report, daily statistics enable you to visualise response over the lifetime of the campaign. This will help you in optimal date planning of future campaigns.

- Custom Reports

Campaign Commander™ provides a whole array of reports through the Customer Intelligence module. For any specific needs, it is extremely simple to build custom reports or to download the results of campaigns for analysis in off-line analytics systems. Additionally, the Emailvision service teams can rapidly develop bespoke reports to meet your requirements.

- Split Test Reports

The split testing module in Campaign Commander™ enables you to conduct any number of split tests to optimise your campaign performance. The split test reports allow you to quickly identify the winning offer for rollout.

State Of The Art Technology And Direct Marketing Expertise

Emailvision concentrates its technological and online direct marketing experience into providing marketers with a simple and powerful tool for managing their e-mail and SMS campaigns.

Emailvision benefits from the feedback of thousands of client e-mail and SMS marketing campaigns handled throughout Europe since 1999. We are pleased to share best practices with our clients in order to better analyse their campaign results and improve the impact of their programmes. This deep knowledge of the e-mail & SMS marketing business combined with a strong technology culture are what drive the success of the leading e-mail marketing platform in Europe.

Barnes & Richardson S.A./N.V.

An Emailvision Company

42 Chaussée de Lasne -1330 Rixensart, Belgium

Tel. +32 (0)2 656 05 97 - Fax +32 (0)2 344 20 86

www.emailvision.be