

Epicor eMarketing

A Comprehensive E-Mail Campaign Management Solution that Delivers Results

Benefits

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. Epicor 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 to your customers, by your channel manager to share program updates with resellers, 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 communication.

The Clientele® CRM.NET Suite

The Clientele® CRM.NET Suite is a set of enterprise CRM applications for small to mid-sized companies that are focused on their customers. Clientele CRM.NET is the first CRM application built entirely on the Microsoft® .NET platform, which provides new levels of accessibility, extensibility and integration. It's our award-winning CRM software, with 15 years of features and functionality behind it.

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.

Epicor 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

Epicor eMarketing manages the entire campaign cycle – from identifying and importing contacts to creating targeted e-mails and a corresponding Web landing page. It 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. eMarketing helps drive efficiency and gain true ROI from your campaigns. By simplifying and automating campaign processes, eMarketing shortens campaign cycles, allowing you to produce more campaigns, more often. And eMarketing 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. Epicor eMarketing allows you to make the most of your marketing resources by targeting the right people with the right message. To ensure that your message reaches the right people, 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.

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.

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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 new segments.

Design Your E-mail

Leave the technical stuff to your IT department. The Epicor 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 micro sites. eMarketing allows you to design unique Web micro sites to complement e-mail campaigns. You can use Web micro sites 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. Epicor 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. 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 micro site.

Metrics Facilitate Future Successes

The robust reporting and metrics capabilities in Epicor 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

Epicor eMarketing is available standalone or integrated with the Clientele CRM.NET Suite, 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

Epicor eMarketing is architected to leverage the benefits of Web Services. eMarketing is built on the Microsoft .NET platform, 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

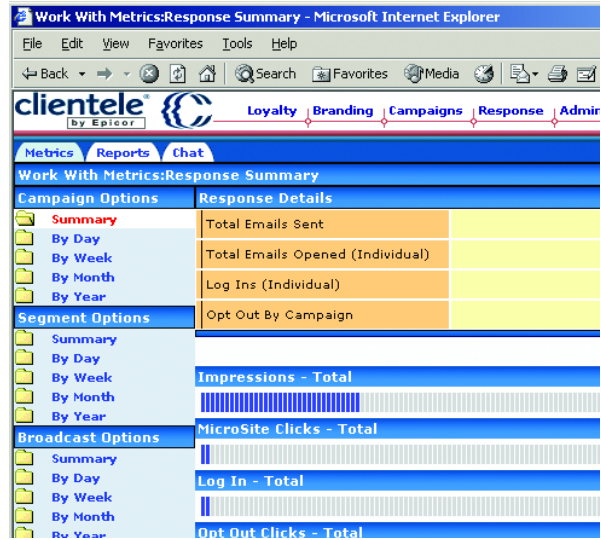
Epicor Software Corporation is a trusted provider of customer relationship management software for small and midsized enterprises. With more than 15 years experience and over 3000 customers, we supply virtually everything you need for a successful CRM implementation: quality products, experienced professional services, and excellent support.

Learn More

For more information on how Epicor eMarketing can help you develop cost effective e-mail marketing campaigns, contact your authorized Epicor Partner, or call Epicor at 800-997-7528. Or visit us on the Web at clientele.epicor.com.



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

Key Features

Learn more about eMarketing, read our *Boost Profits and Customer Relations with Effective E-Mail Marketing white paper.*

- 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

