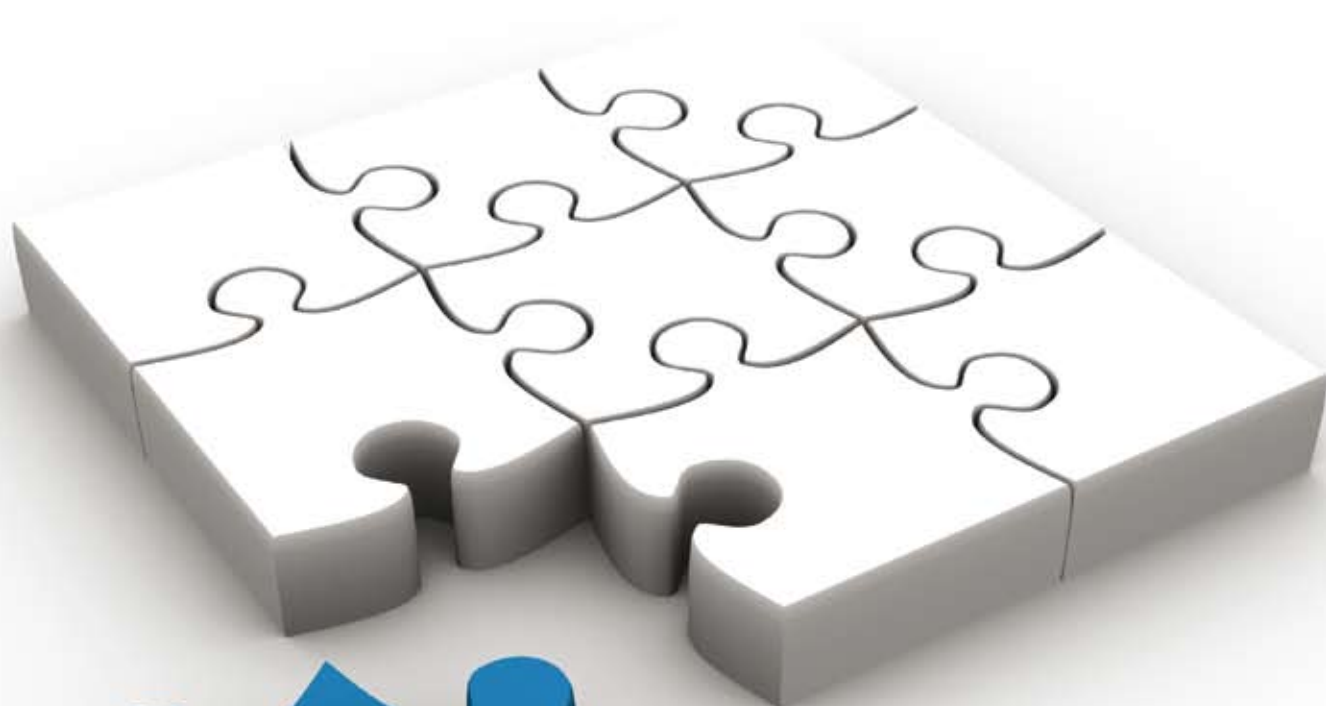


SuperOffice eJournal For eMarketing

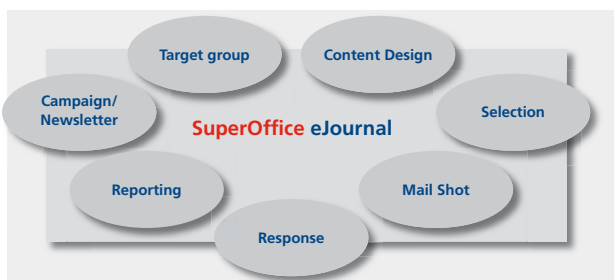


SuperOffice®

SuperOffice eJournal For eMarketing

SuperOffice eJournal for eMarketing is one of the market's most advanced and user friendly tools for professional wide scale dispatch of e-mail and SMS messages. With SuperOffice eJournal for eMarketing, it is simple to send newsletters, campaigns and operational messages to a large number of customers, with personalized and tailored content based on the subscriber's interest profile.

If targeted correctly, e-marketing can help you deliver the right content to the right prospect at the right time in the selling cycle and continuously achieve high response rates from quality prospects.



This ensures that legal requirements relating to privacy protection are automatically complied with, while ensuring the greatest possible marketing effect.

The solution combines the very best of technology with user friendliness, so that your company can carry out this work internally. The solution provides the opportunity to send information in a simple, safe and flexible way to all or parts of a customer portfolio.

Opt-in based eMarketing

SuperOffice eJournal for eMarketing builds on opt-in permission based e-mail marketing. This means that messages are only sent to those who have actively requested them.

Advantages

- Cost efficient and scalable
- Builds customer loyalty through regular dispatches
- Goal oriented.
- Dynamic message in accordance with segmentation based on profiles in the customer database
- Gives efficient additional sales and cross sales
- Measures the effect of each element and each dispatch





Message

Surveys show that graphically presented messages are more effective. With SuperOffice eJournal for eMarketing, the message can be presented in a graphic message, using pictures and links which make it simple to navigate further. The solution has built in 'HTML sensing', so that the message is presented in a format the recipient can read (HTML or plain text). The integrated HTML editor allows you to create graphic messages as easily as writing a letter in MS Word. More advanced users can hard code HTML straight into the solution and immediately see the result in the preview display.

SMS messages

SuperOffice eJournal for eMarketing is one of the first systems on the market which also supports the simple dispatch of large volumes of personalized SMS messages. Messages can either be sent as stand alone messages or with your e-mail dispatch.

Selection lists

SuperOffice eJournal for eMarketing has functionality for generating selections in the SuperOffice CRM database based on customer/product information. It is also possible to import customer information from external sources using file export/import or the SuperOffice eMarketing Database integrator.

Test the message before main dispatch

You can test which message generates the best response by sending different messages to a system generated random selection of customers. This gives you the ability to adapt the message for better response rates.

Controlled Mail Shipments

You can, at any point in time, monitor dispatches to ensure that they are being sent in a secure and stable way. You can specify the number of messages sent per minute, start time for dispatch, distribution of dispatches across several e-mail servers and choose a storage site for pictures so that the pictures either are sent with the e-mail or are saved on the SuperOffice eJournal for eMarketing server. In addition, you can dispatch at any time, make changes and continue the remainder of the dispatch.

Response

An important part of e-marketing is the handling of return mail and updating address lists. Change of job, change of Internet subscription and temporary faults in customer infrastructure are typical reasons why messages are returned. SuperOffice eJournal for eMarketing helps you define the actions which should be carried out for the various return statuses. For temporary faults, the system tries to send the message several times. For permanent faults, threshold values can be defined. When the threshold is exceeded, the customer should be 'stopped' and be deactivated from the list. An SMS can also be sent to customers who have provided a mobile telephone number requesting them to change their e-mail address.

Subscription handling

Manual handling of subscriptions is very resource demanding. SuperOffice eJournal for eMarketing provides customers/subscribers with the opportunity to maintain their profile themselves and to subscribe/de-subscribe to e-mail lists in the web based customer centre.

Measurement and reporting

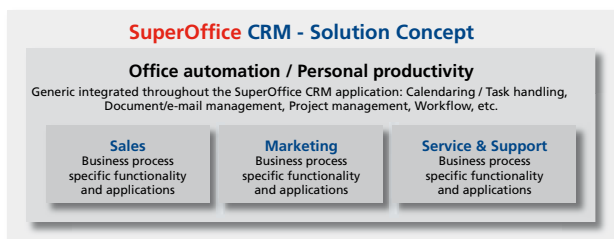
SuperOffice eJournal for eMarketing measures the effect of marketing immediately – who and how many have received and opened the e-mail, click rates for links, and who has purchased. This makes e-mail the best and most cost effective wide scale marketing tool a marketer today can use.

SuperOffice eJournal

For eMarketing

SuperOffice CRM

SuperOffice eJournal for eMarketing is an integrated part of the SuperOffice CRM product portfolio, covering business processes and functionality within personal productivity, marketing, sales, service & support and management.



The SuperOffice CRM solutions are leading in Europe and are used by more than 11.000 organizations to support, automate and improve all customer oriented business processes.

For more information on other SuperOffice products see www.superoffice.com or contact a local SuperOffice subsidiary or partner.

System requirements

Technical documentation is available at www.superoffice.com.

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