



Event Campaign Management

Product Highlights

- Complete closed-loop event planning, management and tracking
- Centralized lead/contact management
- Detailed ROI tracking
- Integrated email, voice and fax marketing with detailed reporting
- Surveys
- List management, segmentation, and targeting
- Configurable workflow, business rules and event triggered actions
- Document library
- Payment/credit card processing
- Expansion to Sales Force Automation and Service & Support for complete CRM solution
- On-the-fly searches, queries and reports
- Hosted or turnkey options
- Fast deployment and end user adaptability

Centralized Event Campaign Planning, Management and Tracking

Focused on automating event management processes, OpenBOX Event Campaign Management v9.0 is a web-based marketing solution that centralizes, manages and tracks multi-stage event campaigns including registrations, notifications and surveys.

Built upon the robust OpenBOX v9.0 .NET platform and incorporating AJAX technology for maximum flexibility and ease of use, Event Campaign Management provides event marketing and planning professionals with real-time campaign analytics and data. They are then able to generate more personalized responses to significantly increase event registrations and attendance while reducing costs and measuring overall marketing ROI.

OpenBOX Event Campaign Management offers marketers powerful benefits including:

Centralized multi-stage event campaign management

Planning, managing and tracking all event campaigns in one centralized application enables users to obtain intelligence data used for more targeted, personalized marketing efforts.

Detailed ROI tracking

Measures overall campaign return on investment (ROI) by tracking event campaign costs, resulting attendance numbers and revenue generated as a result.

User defined workflow, business rules and triggers

Configurable workflow, business rules and triggers provide users with defined steps, specific actions that need to be taken for campaigns to progress such as approvals, and specific triggers for automated responses based on campaign results.

Integrated surveys, email, voice, and fax marketing

Schedule, create and launch surveys and email, voice, or fax event notifications and reminders within one application. Real-time statistics such as emails sent, opened, bounced, unsubscribed, and unread are captured per recipient for instant follow-up. Includes automatic unsubscribe management for compliance with latest laws. Users are able to determine effectiveness of campaigns and choose the most relevant follow-up methods.

List management, segmentation and targeting

Easily generate lists, queries, and reports based on specific demographics or criteria for event campaigns.

Hosted or turnkey options

Hosted or turnkey options offer users the right choice for their organization.



Event Campaign Management

One event marketing solution... Many uses including:

- Event registrations, notifications, reminders and surveys
- Lead generation and qualification
- Customer retention programs
- Up-selling/cross-selling opportunities
- Test marketing messages and lists
- Identify and track prospect and customer behaviors for most relevant campaigns
- Pinpoint most successful target markets
- Identify marketing programs with maximum ROI
- Establish benchmarks and best practices

Document library stores marketing campaign documents

Contains a centralized repository for all campaign materials including templates and follow-up documents.

On line payment processing

Integration with third-party vendors for on-line payment/credit card processing.

User-friendly administration capabilities

Powerful administration tools enable end users to modify or customize application quickly and easily without IT assistance.

Expansion to Sales Force Automation and Service & Support for complete CRM solution

Expands to Sales Force Automation for automated lead capture/assignment, opportunity management, forecasting and more. Add Service & Support to track post-sales activities.

Fast deployment and end user adaptability

User-friendly and up and running within a couple of weeks.

Integration with existing data sources

Designed to work with an organization's existing data sources, eliminating additional database, data migration and development costs.

Technical specs	
<i>Server(s)</i>	<i>Clients</i>
Supported Databases DB2, Oracle, SQL Server	Supported Operating Systems Windows XP, NT, 2003, 2000 with minimum screen resolution 1024x768
Supported Operating Systems Windows 2000, 2003 with .NET Framework 2.0 or greater	Browsers Supported IE 6.0 or greater, FireFox 1.5 or greater
Supported Web Server IIS 5.0 or IIS 6.0	OpenBOX Hosted Data Center Data security, availability and reliability for ASP users For hosted customers, OpenBOX utilizes a certificate server with 128-bit encryption, database high availability and redundant multi-location data storage
Authentication LDAP/Active Directory or OpenBOX Native Authentication	
Support for external reporting tools Crystal, LogiXML or other BI tools	
Data Importing/Exporting Excel, TXT, XML	