

# OpenBOX<sup>v9.0</sup>

Connecting People, Data & Applications



## Marketing Campaign Management

### *Product Highlights*

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

### *Centralized Marketing Campaign Planning, Management and Tracking*

OpenBOX Marketing Campaign Management v9.0 (Campaign Management) is a web-based marketing solution that centralizes, manages and tracks multi-stage campaigns. Built upon the robust OpenBOX v9.0 .NET platform and incorporating AJAX technology for maximum flexibility and ease of use, Campaign Management provides marketing professionals with real-time campaign analytics and data. They are then able to generate more personalized campaigns to drive new sales, increase customer retention rates for recurring revenue, and measure overall marketing ROI.

Campaign Management enables users to determine the best marketing channels for their products and services, instantly determine the effectiveness of marketing messages, and qualify their lists. Expands to Sales Force Automation and Service & Support for an integrated CRM solution.

#### *OpenBOX Campaign Management offers marketers powerful benefits*

##### **Centralized multi-stage campaign management**

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

##### **Detailed ROI tracking**

Measures overall campaign return on investment (ROI) by tracking campaign costs, real-time analytics and resulting sales.

##### **User defined workflow, business rules and triggers**

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

##### **Integrated email, voice and fax marketing with real-time statistics**

Schedule, create and launch email, voice, and fax campaigns within one application. Real-time statistics such as emails sent, opened, bounced, unsubscribed, and unread are captured per recipient for instant qualification and 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 and store reports and queries based on specific demographics or criteria.

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## Marketing Campaign Management

*One marketing automation solution... Many uses including*

- 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 for storage of marketing campaign documents

A centralized repository with all campaign materials including templates and follow-up documents.

### On the fly reports and queries

Use pre-defined reports and queries or easily generate your own.

### SaaS or turnkey options

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

### User-friendly administration capabilities

Powerful administration tools enable end users to modify or customize application, tasks normally performed by a programmer, quickly with minimal IT support.

### 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 weeks.

### Integration with existing data sources

OpenBOX doesn't encourage adding another database for your information if this data already exists somewhere within your organization. Instead, we offer a way to utilize existing data sources, internal or over the web, eliminating data migration and development costs.

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