



Insight Campaign

Entiera Insight Campaign empowers business users to build and maintain statistical models to improve campaign performance and customer insight.

Automated Multi-Channel Campaigns

Successful direct marketing campaigns today are inherently complex – because in order to maximize results, marketers must send the right messages to the right individuals at the right times. And that requires: understanding and adapting to customer behavior and preferences at any given time, and executing best-practice marketing practically on demand.

To succeed you need tools that accelerate your productivity, expand your reach, and provide actionable insights to drive intelligent marketing. You need seamless access to customer data and smart, easy ways to leverage that data in your marketing campaigns for greater relevance and ROI.

Campaign management within the Entiera Marketing Platform is designed to empower the marketer to apply a customer centric approach to their direct marketing. Because the system is built on top of a consolidated and comprehensive customer centric marketing database, all customer and prospects attributes are available to the marketer to create segments in minutes using any attribute including customer behavior, purchase history, campaign history, response history, customer value, demographic (or firmographic) or stated customer preferences. Segments can then be split into paths or separate treatments per customer. Then, channels and suppressions are applied to provide you with the correct counts per channel for your marketing endeavors. Since all marketing assets can be stored within the system, marketers can see how each treatment will actually look for each user.

Plan, execute,
automate and
optimize multi-
channel campaigns
in a single user
interface

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Plan, Create, Execute, Monitor

Entiera provides an easy to use, highly flexible approach to building direct marketing campaigns and customer lists by allowing you to mine your customer and prospect data. This enables you to create anything from the most complex, multi-channel, multi-wave campaigns to the simple list pulls in a matter of minutes. You can produce list counts in real-time, allowing you to tighten or loosen filter parameters as necessary to meet your list size budget and requirements.

Bottom line: you have, on demand, the power to create and execute all of your direct marketing campaigns from a single user interface.

Filters, Paths and Channels

The *filter* process allows you to create segments on customer and prospect data with an easy to use query interface. Filters can range from simple to complex, using a virtually unlimited variety of segmentation rules that you define. You can also produce real time counts of the list size and modify your filter criteria as needed to create your list. This powerful functionality allows you to create even the most complex list selections in a matter of minutes, and no database programming knowledge or IT support is necessary.

Paths allow you to split a segment into multiple cells. This provides great flexibility in segmenting a list for contact or offer purposes. For example, a segmented list may be split into multiple paths to assign offers, creatives and channels.

Channels are assigned to paths, or cells, and can be defined as multi-stage campaigns, with response to one stage of a campaign dictating the actions in a following stage of the campaign. This enables you to define multiple channels and waves in a single campaign.

An example of the interface is below:

The screenshot displays the 'Build Campaign Flow' interface for Campaign ID 417342. It shows a hierarchical flow starting with a Level 1 Filter, which branches into Level 2 Filters, then Level 1 Paths, and finally Level 1 Channels. The flow is visualized with boxes and connecting lines, showing the count of records at each stage. Below the flow diagram is a 'Campaign Library' table.

Filter ID	Name	Type	Objectives	Start	End	Status
417342	Fall 2008 New Customer Acquisition Campaign	Customer Database		2008 / 11 / 15	2009 / 02 / 15	New
417326	Winter 2009 Segment XYZ Campaign Launch	Customer Database		2008 / 10 / 01	2009 / 02 / 29	New
417086	Test Campaign	Not defined		2008 / 09 / 17	2009 / 09 / 17	New

KEY FEATURES

Easy to Use Interface: Strong metaphors for campaign selections, treatment assignment and channel assignment

Execution Agents: Allow you to predefine and automate your execution by channel to ensure ease of integration

Paths: The flexibility to assign multiple segments to a list to create treatment cells and perform tests.

Multiple Channels: The system is channel agnostic and can execute campaigns across multiple channels to include Direct Mail, Email, Web and Mobile.

Response Allocation: Allocate responses properly using intelligent business rule or market mix models.

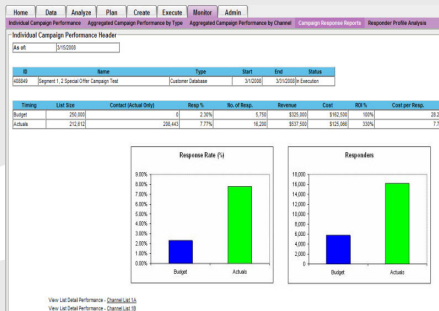
Budgeting and Forecasting: During campaign creation, assign budgeting numbers to accurately track and perform actual vs. budget analysis and forecasts.

Campaign Monitoring

A closed loop process of campaign performance feedback is provided that facilitates the accurate assignment of responses to campaigns. This allows you to continually monitor and optimize your marketing campaigns. Each new campaign benefits from the learning and successes of previous campaigns in a continuous learning environment.

The system will also profile responders using advanced modeling techniques so that you can understand whom is responding to which campaigns.

An example of a Performance Dashboard and Responder profile is below



Performance Dashboard



Responder Profile

About Entiera

Entiera is a premier provider of the industry's first On Demand Marketing Platform. The Entiera suite offers a comprehensive set of capabilities that include campaign management and automation, event based marketing, marketing analytics and modeling and direct access to the Entiera Marketing Universe, a comprehensive business and consumer prospect database. Entiera was founded in 2006 and is headquartered in Minneapolis, MN with offices in Providence, Denver, London and Bangkok, Thailand. Entiera services over 125 customers worldwide and is poised to revolutionize the Enterprise Marketing Platform industry.

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