



## Entiera Insight

**Entiera Insight** enables marketers to quickly and easily manage the entire marketing effort.

### **Simplify Your Marketing**

Today's marketing environment is increasingly complex. The data that marketers need to provide a consistent and coordinated message across channels exists in too many different places. Marketers often need to execute campaigns in different channels utilizing a multitude of applications. Providing a clear and consistent brand message to your customers and prospects is increasingly difficult as marketing channels continue to proliferate.

Marketers need a simplified, integrated, data driven marketing platform that enables them to easily execute a consistent message while taking advantage of the strengths of each customer interaction channel.

### **Enter the New Era of Marketing**

Entiera Insight is a complete On Demand Database Marketing Platform that offers a comprehensive end to end solution for customer acquisition and retention. The foundation of the platform is a comprehensive multi-channel marketing database which is anchored by our Customer Data Integration and Database Build tool. This solution provides Entiera the ability to consolidate customer information from multiple sources to create a true picture of your customer. The solution also includes a Marketing Automation tool that enables marketers to create event triggered and batch based campaigns in multiple customer interaction channels. Allowing marketers to automate what works, and spend their time optimizing the marketing eco-system. Optimization is accomplished via a full reporting and analytics environment that supports dashboard reports to ad hoc analysis to statistical Analysis.

### **Acquire and Retain Customers in One Application**

Entiera Insight includes access to a multi-source prospect and data overlay repository. Users can append customer demographic and behavioral data elements to their database or select a mail-ready list of prospects from within the application interface. Allowing companies to eliminate time consuming and costly processes from their marketing budget.

**In short, Entiera Insight is the center of your direct marketing eco-system.**

A Complete On Demand Enterprise Marketing Platform that offers an end to end solution for customer acquisition and retention.

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# Entiera Insight

## Insight to Action

Entiera provides a simple and flexible means of viewing and analyzing customer data and campaign results. This helps optimize your campaign environment across all channels.

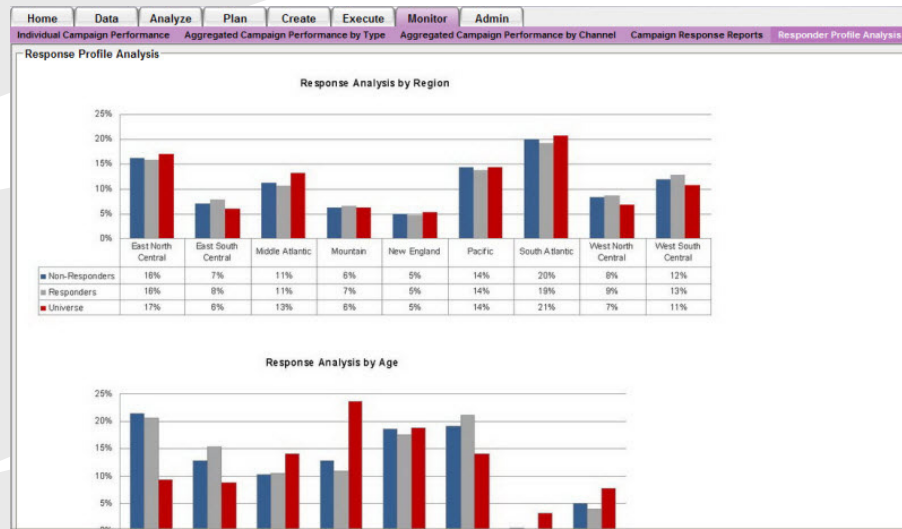
## KEY FEATURES

**Comprehensive Marketing Database:** Entiera Insight operates over a complete marketing database that houses your customer records, transactions and promotional history across all of your customer touchpoints.

**Complete Marketing Automation:** The solution enables marketers to plan, create, execute and automate multi-channel campaigns from a single user interface.

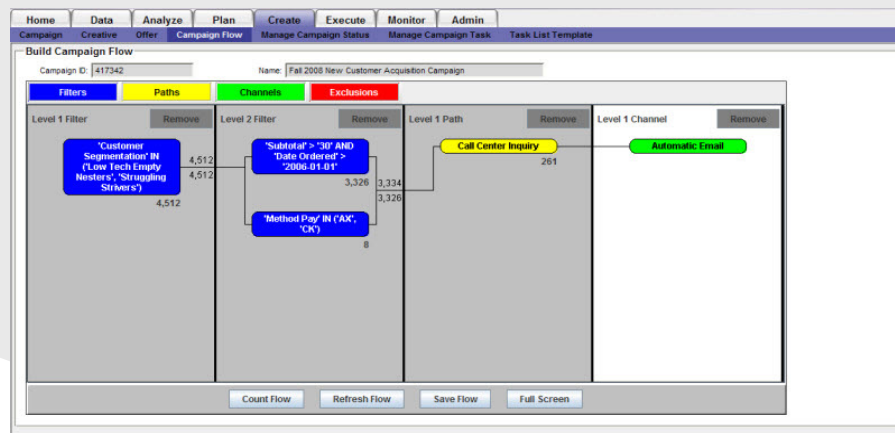
**Dashboard Ad Hoc Reporting:** Whether your monitoring your Key Performance Metrics in a dashboard or performing exploratory analysis, Entiera Insight can work for you.

**Access To Prospect Data:** With connections to the Marketing Universe, users can create both prospect and customer based campaigns.



## Multi-Channel Campaign Management

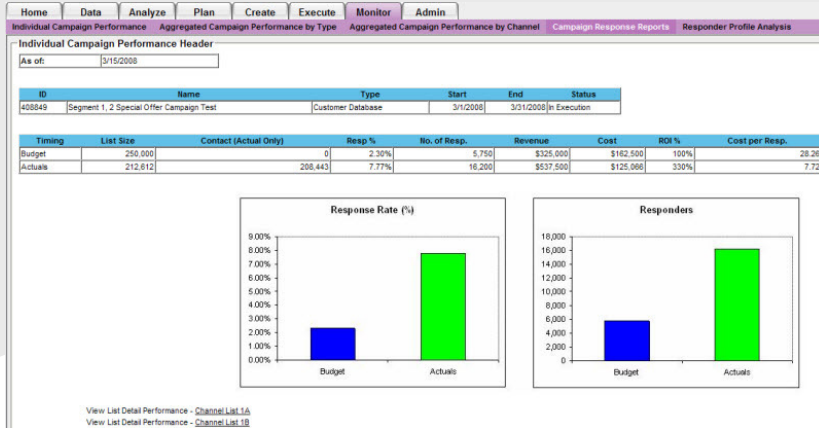
The Entiera Insight Platform is channel agnostic. Through the unique campaign flow design, users are able to perform powerful segmentations and then drive these into multiple channels. Users are able to see counts across the entire campaign.



**Entiera Insight** review and optimize your marketing efforts.

## Performance Dashboard

A closed loop process of campaign performance feedback is provided that facilitates the continuous improvement of your marketing campaigns. Each new campaign benefits from the learning and successes of previous campaigns.



## Enter the New Era of Marketing

Entiera Insight offers you the ability to plan, execute, automate and optimize your entire marketing eco-system. Because this is offered in a true multi-tenant SaaS environment, you see a lower total cost of ownership over traditional systems of the same magnitude. Marketers are now empowered to achieve the successes they have aspired to for years. Welcome to the *New Era of Marketing*.

## 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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