

CAPABILITY	BENEFIT
Customer Analytics	<ul style="list-style-type: none"> • Quickly profile your best customers, so you can identify more potential customers just like them • Identify new high-profit segments to target
Predictive Modeling	<ul style="list-style-type: none"> • Eliminate wasteful mailings to those least likely to respond • Identify customers most likely to defect, and improve the timeliness and effectiveness of your retention programs
Web Analytics	<ul style="list-style-type: none"> • Gain instant insight into your Key Performance Indicators • Empower users to retrieve pinpointed answers on demand • Encourage experimentation that leads the discovery of new opportunities • Establish automated linkages that turn insights into action: immediate, targeted communications to individual customers
Event-Based Marketing	<ul style="list-style-type: none"> • Communicate with customers on a more timely basis
Campaign Management	<ul style="list-style-type: none"> • Target the right offers to the right customers, at the right time, through the right channels • Centrally manage and coordinate all your customer interactions, improving relevance and timeliness while eliminating redundancy and unnecessary cost • Generate and launch more campaigns with fewer resources • Apply best practices and business rules consistently to all your campaigns • Measure performance in real-time, so you can change course rapidly to improve response • Eliminate IT from the process of campaign management
Interaction Management	<ul style="list-style-type: none"> • Deliver relevant, personalized messages in real time, across all channels, reflecting up-to-the-minute information about the context of each customer interaction • Create true multi-channel dialogues that coordinate inbound and outbound channels
Contact Optimization	<ul style="list-style-type: none"> • Eliminate costly, duplicative or counterproductive communications • Increase response rates, improving revenue and profitability
Lead Management	<ul style="list-style-type: none"> • Deliver actionable, prioritized leads with a much higher follow-up and closure rate • Ensure timely lead follow-up, so you consistently strike while the iron is hot
E-mail Marketing	<ul style="list-style-type: none"> • Create, preview, test, execute, and track personalized email communications to improve response, retention, and profitability • Leverage all of your customer information to create more personalized and effective customer communications
Field Marketing	<ul style="list-style-type: none"> • Empower local marketers to pursue opportunities quickly and cost-effectively -- without compromising consistency, centralized management, or governance
Marketing Resource Management	<ul style="list-style-type: none"> • Manage and coordinate all marketing activities more effectively • Bring visibility, accountability, and cost control to every project and marketing investment • Improve decision-making and minimize risk • Map strategic business goals to marketing activities • Enhance collaboration for cross-channel campaigns • Save money by increasing reuse of existing work • Execute marketing activities more rapidly and at lower cost • Ensure effective compliance and governance