

DirectSmile® Cross Media

Benefit from an individualized cross-media customer approach



-
- Manage cross-media campaigns and response rates in real-time
-
- Create personalized print products and e-mails
-
- Build up personalized web pages without any html know-how
-
- Use image personalization over all media types and boost customer relations
-

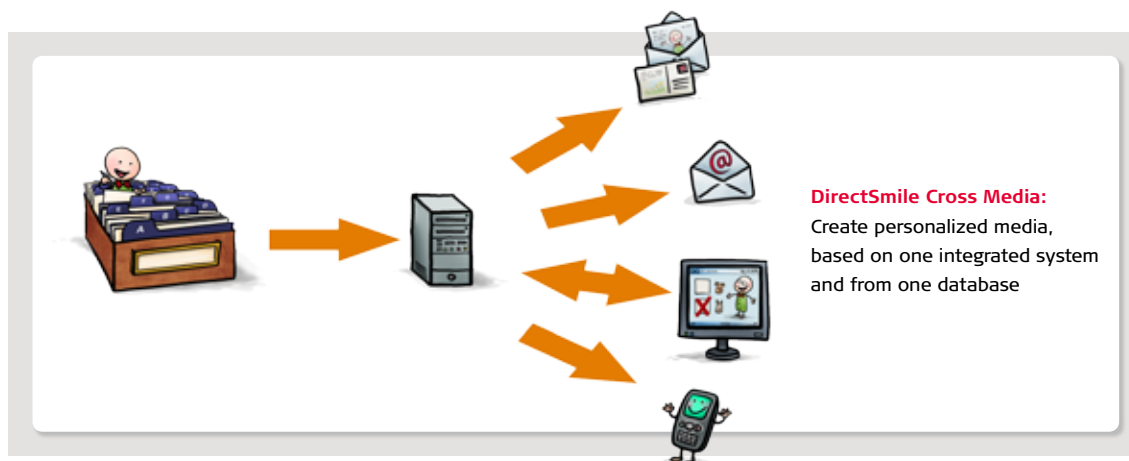
Simplify your communication by individualizing

Your customers are already online – but is your communication on the same level? DirectSmile Cross Media offers you all the most important functions in one system: the creation of personalized e-mails, personalized web pages (PURLs) and the matching print products.

Achieve your targets with our integrated software solution; Access new customer potential, build customer relations and build up customer profiles. Not only are all these possibilities at your disposal – they all come together in one integrated solution.

Find out immediately how customers react, show detailed campaign results and customer's response rates. Knowing immediately which 50% of your marketing expenditures are bringing in good results gives you effective ROI control.

DirectSmile Cross Media gives you independence from external service providers or software programmers. Take advantage of the exciting possibilities of your own campaign – it's just one mouse click away!



How YOU will benefit from DirectSmile Cross Media?

- If you are in charge of marketing, DirectSmile Cross Media is the fast track to increased revenue. Campaigns are suddenly as easy to generate as a PowerPoint presentation, while also saving time and money. You will benefit from the flexibility by producing and initiating activities at short notice and just on time but without the time-consuming planning, coordination and correction cycles normally involved in this type of campaign. An integrated analysis function assures transparency and keeps you informed on the campaign ROI.
- For printers, DirectSmile Cross Media offers the chance to sell additional profitable services, all with a minimum investment and almost no additional training. External print products are becoming more and more a part of the requested communications concepts, then why not take advantage of this situation and offer personalized print, e-mail and web pages all from a single source! You make the profit, as these services are not easily comparable in price the way standard print products are. In addition, the access to personal customer data will result in more customer loyalty.
- Agencies can broaden the bandwidth of their online campaigns using DirectSmile Cross Media. The range can vary from simple, individual offerings for small to medium sized companies up to integrated media campaigns for large organisations. This can be achieved using your current resources, no need for a web designer, IT specialist or large project teams. Convince your customers with fast results and the greatest possible flexibility. Generate marketing activities efficiently from which not only your customers will benefit, but you too will earn good profit.

ng your customer dialogue and going online

The versatility of DirectSmile Cross Media

- Build **integrated and segmented marketing campaigns** consisting of personalized websites (PURLs), e-mails, print products and SMS messages
- Create and send **e-mail newsletters** on a regular basis
- Conduct targeted **sales activities** and inform sales personnel per SMS upon customer online access to information and interest in purchasing
- Build personalized web pages as landing pages for **online advertising campaigns**
- Create cross-media **invitations to events**
- Carry out **online surveys** and view the customer response in easy accessible graphic overviews
- **Access** new **customer data** e.g. through landing pages with lotteries or competitions
- **Combine** classic print products with other **media** i.e. printed wedding invitations with an e-mailing and a personalized website
- **Create customer profiles** by gaining access to additional information via personalized web pages

Personalized Web Pages

The real advantage of individually addressing lies in the capability to transfer personalized information to the customer. The effects can best be seen on personalized web sites where the page looks as if it has been created individually (created for the individual) – but is (in reality) the outcome of a fully automated process. The results speak for themselves – efficient and effective communication.



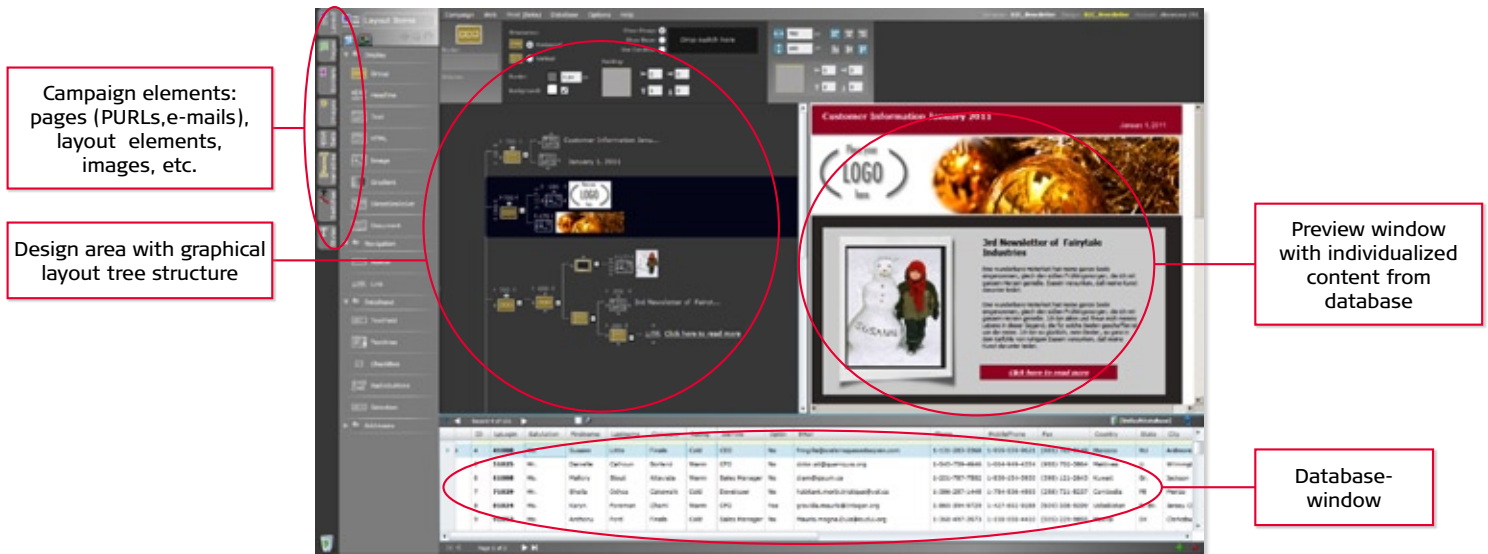
Personalized E-mail Campaigns

E-mail campaigns are economical. With DirectSmile Cross Media even high-volume e-mailings are carried out smoothly. You may add personalized and emotive images to arouse interest or even send brochures as an attachment. As soon as the e-mails are sent, the e-mail tracking and bounce management make sure that you get maximum transparency. Whether a customer opens the e-mail or clicks onto a link – you get immediate feedback.

Creation of Campaigns

Personalized web pages are an excellent pathway to direct customer contact, setting new standards by accessing additional customer information for target-group oriented dialog marketing.

Until recently, this technology set high technological demands and could only be used with the special html programming knowledge. This is no longer necessary, as DirectSmile Cross Media revolutionises the creation of personalized e-mails and web pages with the help of the Cross Media Designer graphic editor: a tool which gives you the capability to quickly build convincing layouts with its intuitive approach.



Webdesign as easy as PowerPoint

Create html-based e-mails and personalized websites yourself by using the graphical interface of the Cross Media Designer.

- No html skills needed
- No special html software like dreamweaver needed
- Nearly everyone can work website and e-mail designs
- Even one single person can build a whole campaign, no time-consuming project team necessary which needs time for internal communication

One interface with all you need to build websites and e-mails

- Work your layout, watch a preview and use the database within one screen
- Send test e-mails directly from this view

Dynamic preview for efficient work and certainty

- Preview area shows the design in real-time without waiting or switching to another window
- The preview shows exactly what the web page will look like in all common browsers
- Choose a record in the database and see the matching individualized preview at once

Steering of Campaigns

One of the factors in a successful cross-media campaign is the combination of synchronised media approaches – at a suitable time. If all activities are ideally coordinated, they achieve the best results.



DirectSmile Cross Media makes it easy for you to organize the campaign scheduling. Automatically and without tying up additional resources for manual controlling. A welcome-e-mail for each new customer? Or a reminder e-mail, one week later, including a voucher? These as well as other typical requirements can be implemented easily.

Various campaign steering features are available within DirectSmile Cross Media. You can apply filter to the database and combine these with logic rules to create an automated activity. And you can define trigger yourself, which will initiate a certain activity. A new data record added to the database may be defined as trigger – this is how the automatic welcome-e-mail for each new customer works.

The screenshot displays a campaign management interface. At the top, a campaign flow diagram shows the sequence of events: 'Initial e-mailing' (circled in red), 'PURL' (circled in red), 'Rating is being changed' (circled in red), and 'Follow-up e-mailing 7 days later' (circled in red). Below the diagram, a database window shows a table of customer records. The table has columns for ID, LstLogin, Salutation, Firstname, Lastname, Company, Rating, JobTitle, OptIn, EMail, Phone, MobilePhone, Fax, Country, State, City, Zip, and Str. The records are as follows:

ID	LstLogin	Salutation	Firstname	Lastname	Company	Rating	JobTitle	OptIn	EMail	Phone	MobilePhone	Fax	Country	State	City	Zip	Str
1	Wang,Wise	Mr.	Wang	Wise	Finale	Hot	CFO	Yes	maurie.Guspendasee.aliquet@elementum.org	1-713-610-8038	1-719-348-5060	(514) 837-8050	Korea	QC	San Luis Obispo	ELK 3A2	01B
2	Desires,Shannon	Mr.	Desiree	Shannon	Lycos	Warm	CFO	Yes	neue@etnalesu.edu	1-438-619-6581	1-722-138-5591	(537) 913-1912	Bouvet Island	DC	Sunbury	6219P	Ap
3	Alistair,Little	Mr.	Alistair	Little	Finale	Cold	CEO	Yes	fringilla@scotlensquosedapien.com	1-131-283-3368	1-959-559-9621	(981) 755-9149	Morocco	NU	Antmore	58 40P	Ap
4	Danielle,Calhoun	Ms.	Danielle	Calhoun	Borland	Warm	CFO	Yes	dolor.sit@quamquis.org	1-545-759-4646	1-664-949-4354	(988) 702-3864	Maldives	U.	Wilmington	L95 505	P.O
5	Mallory,Stout	Ms.	Mallory	Stout	Altavista	Warm	Sales Manager	Yes	diam@gsum.ca	1-202-787-7502	1-836-154-3930	(398) 121-2643	Kuwait	Gr.	Jackson	43689	12B
6	Sheila,Ochoa	Mr.	Sheila	Ochoa	Cakewalk	Cold	Developer	Yes	habitant.merbi.tristique@vel.ca	1-386-257-1445	1-754-536-4593	(258) 721-8237	Kambodia	PE	Merizo	Y5 2NB	Ap

A graphical illustration of the campaign process enables the user to keep track even of complex actions. The image above shows an e-mail campaign with an initial e-mail including a link to a PURL. Once a customer visits the PURL, his rating in the database will be changed from cold or warm to hot, and related actions will follow. Those addressees who have not shown a reaction to this e-mail will receive an automatic reminder mail seven days later.

During the ongoing campaign the timeline oriented illustration will also show statistics and you'll be able to track the individual campaign-progression of single individuals.

Evaluation of Campaigns

Seen from the marketing aspect, web-based activities such as e-mails and PURLs offer a unique advantage: they allow you to trace exactly how your customers are reacting. You can then evaluate the success rate in detail and use the results either for yourself or put them at your customer's disposal to optimize following dialogue marketing activities.

DirectSmile Cross Media also offers a wide range of reporting functions. You can access the analysis reports in real-time from the very start of a campaign and even make enhancements to running campaigns.

A campaign dashboard shows the customer response rates which can be released for viewing to external users – but without access to the individual data records. This is ideal for colleagues and customers wishing to follow the campaign progress.

In addition, graphic diagrams are available which display all information gathered during the campaign. Filters allow the detailed segmentation of customer data and grouping of the various activities such as 'e-mail opened' or 'PURL visited'. This functionality guarantees an ROI-oriented performance review.

Response at a glance in the campaign dashboard



The dashboard is accessible by password and the ideal tool to check response rates and customer activities.

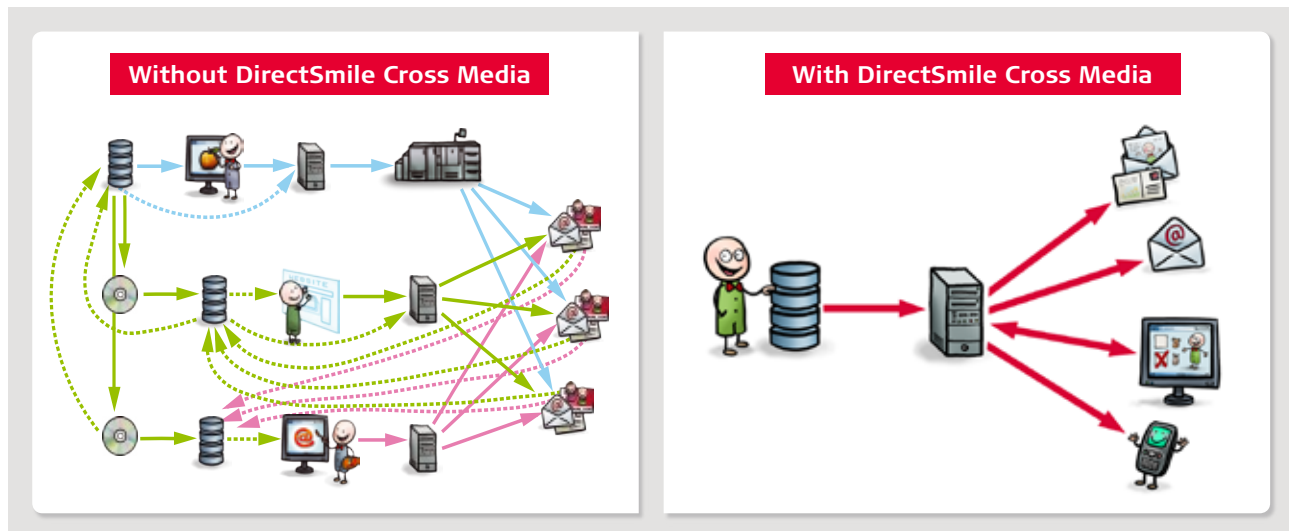


Analysis functions in DirectSmile Cross Media

- The campaign dashboard shows the response rate of a PURL in real-time, including the entire chronological campaign sequence
- Dashboard drill-down function: Selecting the graphic elements pulls up the related data records
- Results of all input data fields can be shown as pie charts
- Generation of a click list showing all links accessed during a campaign
- Graphic e-mailing overview listing all e-mails showing 'opened' and 'undelivered' e-mails
- Numerous preset filter functions which display the status of database fields or events (e.g. e-mail opened, PURL visited)

Integrated Data Management

Cross-media campaigns use available data of customer or prospects. Some campaigns aim at collecting new database records or enrich customer profiles. One thing is vital for all campaigns: They need one consistent database.



Using different software solutions to create a cross-media campaign calls for complex handling of data. Normally, each solution needs an own copy of the database to work with, and if external service provider are involved you might need to hand out multiple copies of your valuable database. The tracking of your customer's activities will be separated by different media. So in order to get the full picture and benefit from the analysing functionality of digital media the feedback data will need to be correlated manually. All this is different with DirectSmile Cross Media, an integrated solution where everything comes together in one centralized database.

Benefits of an integrated solution with one single database

- Access and work in one central database which is always up-to-date
- No necessity to copy the database for use in other applications, no risk of service providers or different applications using various different versions
- The database with valuable customer data remains in-house - no need to hand it out, better data security
- The entire response data and customer reactions can be instantly accessed and queried from the database in real time
- Avoids uncertainty on the actuality and storage location of the database: the system's core database is always correct
- Subsequent changes and addition of data records to the database are possible
- The database can be changed or reset at any point during a campaign test run
- Data collect function: If the campaign is to be used for collecting data, it is possible to initiate the campaign with an empty database

Features

- Database supported creation of integrated marketing campaigns including printmedia, e-mails, PURLs and SMS
 - Database supported creation of image personalization for use in websites, e-mails and (Flash-/Silverlight-) animations
 - E-mail tracking (open/activation of included links)
 - Bounce Management (undeliverable/reply), view bounce mail content and category
 - Spam check: e-mail template check, specification of indicators
 - Send e-mail with attachment or personalized attachment
 - Creation of PURLs based on standard html
 - Creation of PURLs with graphical "Cross Media Designer" without html-know-how
 - Creation of individualized print pieces based on Adobe InDesign (DirectSmile VDP Studio functionality included)
 - Manages multiple campaigns, campaign dashboard shows response rates
 - Set up campaigns on individual URLs (Domaine Redirect)
 - Unsubscribe feature with individual text
 - Password based access to dashboard for external user
 - Drill down functionality in dashboard: click on pie chart segment to open list of related records
 - Login via DirectSmile Cross Media Editor or alternatively via individual html page
 - Adapt dashboard design (i. e. logo) to customer
 - Automatic campaign end
 - Modify database and designs while campaign is running
 - Data import from xls, xlsx, csv, mdf, txt
 - Export function with info of actual date and logins
 - Apply filter to the value of each database field or events
 - Log first/last login, visitor, submitter
 - Database reset (including events)
 - Filter based data-deletion, reset and e-mailing
 - Rule based creation of landingpage logins (PURL-address)
 - Add records
 - Collection of data: no master database or address-base necessary
 - Sort database ascending/descending
 - Save filter
 - Show events
 - User- and Account based System
 - Preview of html-pages for active record
 - Database API
 - Technical Campaign-Server check (only if the DirectSmile Cross Media Server also serves as SMTP Server)
 - Unlimited performance for e-mail-sending due to scalable multi-server-architecture
- System is limited to maximum 30 accounts.**

Minimum Hard- and Software Requirements

- Windows Server 2008 Standard Edition x64 inc. 5 Cals
- Dedicated Server with min. 2x IntelXeon Quad Core CPU 2.4GHz
- 16 GB system memory
- 500GB redundant hard drive
- 1280x1024 Display High Color
- 1 Giga Bit network adapter
- Redundant power supply recommended
- Optimised for IE 8



DirectSmile®
CROSSMEDIA MADE EASY

DirectSmile GmbH

Alt-Moabit 60
D-10555 Berlin

Tel. +49 (0) 30/62 777-111
Fax +49 (0) 30/62 777-122

www.directsmile.com
sales@directsmile.com

