

## Powertrak™ Advanced Marketing

Powertrak Advanced Marketing helps you provide one-on-one, targeted marketing communications to identify, grow, and support your best customers.

Not all customers are equal! For most businesses, a small percentage of your customers contribute a very large part of your sales and profit. Powertrak's RFM scoring functionality segments and ranks customers using Recency, Frequency and Monetary value (RFM) to help you target one-on-one marketing campaigns to your best prospects.

When marketing runs several lead generation programs across multiple channels, fulfilling requests for information can be both time-consuming and error prone. This administrative nightmare often delays your ability to get the right literature in your prospect's hands in a timely fashion. Advanced Marketing takes the guesswork out of fulfillment packages. Fulfillments are tailored to both the prospect's interests and the channel that will follow up on the lead.

Powertrak Advanced Marketing is a set of utilities that automates web based and traditional leads generation, drives targeted marketing campaigns, segments and values customers, holds enhanced third-party data profiles, and tracks media costs and payback.

### Product Summary

#### Easily Build and Save Complex Marketing Lists

List Builder allows multi-table queries to be saved as dynamic lists or static groups for re-use on recurring campaigns and communications.

#### Track and Manage Multi-Step Marketing Campaigns

Unlimited steps per campaign crossing web, email, and traditional communications.

#### Track and Analyze all Media and Advertising Efforts

Easily segment, rank, and score your customers using RFM scoring and track trends over time to see if customer is growing or shrinking in value.

#### Easily Perform "One on One", Targeted Communications

With access to unlimited profile information, RFM scoring, and customer data from other systems, you can get the right message to the right person.

#### Automated Literature Fulfillment

Get requested information into your potential customers hands quickly and accurately.

#### Automatically Capture and Route Leads

Save time and money using automatic lead capture and allocation from internet site hits.

#### Automatically Qualify Leads

Optional web-based, scripted lead capture automates the process of qualifying leads from your website.

### Product Details

#### Web-based Lead Scripting Creates Opportunities on the Internet

- HTML-based scripts quickly structure and pull Internet site hits into the Powertrak eCRM system.
- Built on Microsoft .NET technology for scaling and easy modification.
- Intelligent map into the Powertrak data store to make sure that no leads fall through the cracks.
- Works with the active workflow engine and channel manager to route leads directly to sales and marketing.

#### Targeted "One-on-One" Marketing Campaigns

- Identify customers based on their level of contribution to your sales and profit through scoring by Recency, Frequency and Monetary value (FRM) to help you target one-on-one communications and marketing campaigns to the right prospects.
- Runs against the Powertrak-enhanced Microsoft CRM core data store and sales history files.
- Provides visual indicators of key accounts for non-technical staff.

#### Integrated with Microsoft CRM

- Microsoft CRM users can work with all of the advanced Powertrak features natively - no need to leave the system or start up another application.

## **Product Details**

### **Campaign Management**

- The same simple browser-based technology provides your marketing group with a multi-step targeting and communication control system.
- Uses Powertrak's structured, multi-step Campaign Manager to set up progressive, multi-step communications.
- Unlimited campaigns with campaign steps provide easy management roll up of results, hits, costs and sales yield for every step of the campaign.
- Generate Web hits and email and communicate using traditional print, call center, and other media sources.
- Logs all touches with the target group, including literature sent.
- Use RFM scoring for immediate targeting of care value customer groups and development of loyalty programs.

### **Easily Build and Save Complex Marketing Lists**

- Build and save unlimited numbers and types of lists directly in the Powertrak List.
- Builder or use other non-programming query tools to find just the right groups.
- Perform multi-table queries to be saved as dynamic lists or static groups for re-use on recurring campaigns and communications.

### **Automated and Customized Literature Fulfillment**

- Fulfillments are tailored to both the prospect's interests and the channel that will follow up on the lead. Information can be sent via mail, fax, and email.
- Simple, graphical interface driven system for ease of use and training.
- Flexible; tailored to your requirements.
- Unparalleled, cross-module drilling and integration.
- Accessible, real-time viewing of all critical procurement cycle information through EIS tools and built-in reporting.

### **First Visual Customer Relationship System**

- Powertrak provides the first simple visual cue to show the strength of your relationships and which way the relationship is heading.
- Use standing campaigns to proactively catch "at risk" accounts before they get away

### **Track Media, Advertising Hit Rates, Costs and Sales Yield**

- Profile every ad, trade show, web banner hit, and email to identify what works.
- Track and correlate unlimited facts such as "what time of year", "what message", "how large was the copy", and "was it the tear-off card?", and then adjust your budget to follow the winners.
- Instant graphical display of where to spend your marketing dollars and cost per lead.
- Integrate to Opportunity Management and Sales History for Sales yield correlation.

### **Customer and Prospect Profiling**

- Simple, table-driven setup of every fact about your customers and prospects, including size, locations, buying patterns and more.
- Use the profile facts to build lists for campaign mailings, email and telemarketing campaigns.
- Handles unlimited contact types and multiple related attributes to handle situations such as customers for one product group who are prospects for another product group.
- Allows ease of set-up and management of purchased list criteria including multi-select items such as SIC codes and industry categorization.

### **Integrated with optional Powertrak Call Center Module**

- Provides inbound/outbound scripted telemarketing to easily identify and manage cross-sell and up-sell opportunities and "one-call" sales opportunities.