Campaign Intelligence

High Performance, Super Integration & Unmatched Deliverability

Campaign Intelligence is an easy-to use Email Relationship Management application that empowers marketers with the ability to tackle emerging trends in the ultra-competitive area of email marketing. The core concept behind the development of Campaign Intelligence is to deliver the ability to implement strategic integrated communications with your customers. To achieve this the marketer requires direct access to customer data. With this level of access your marketing system can detect changes in behavior and events and then drive timely and relevant messages to your customers.

Campaign Intelligence is available as an installed license application, rack ready appliance or on-demand solution.

Transform Campaign Solutions From Spray and Pray
Achieve an integrated communication strategy

Consumers are overwhelmed with email promotions. It is necessary to transform your communications from sending the same message to every customer into timely and relevant messages where each customer receives pertinent information. That daunting task is now easy with Campaign Intelligence.

Achieve an integrated communication strategy

Irrelevance is the spam of this era. Target your customers and watch your conversion rates soar. Once you have an integrated communication system you'll achieve:

Customer centric email	Customer centric email
• New arrivals in customers interest categories • Pre-arrival announcements • Items back-in-stock • Cross sell/upsell similar items • New size/style color • Geographical sales items • Real time content optimization	• Cross sell offers based on items in order • Relevant information based on items in order • Renewal reminders • Shopping cart abandonment • Remind me • Transactional email testing • Offer Testing

"Zrinity is saving ATG Stores thousands of dollars per year by not having to outsource their email needs to a hosted ESP."

ATG Stores

Market leaders have experienced tremendous results with Zrinity:

ATG Stores
Franklin Covey
Jango
CenturyLink
Jobfox
Levenger
MotherNature
FairIsaac
First National Bank
Send Word Now
Subaru
Webs.com
PGA
Primerica
Shop At Home
Tower.com

Take Control...

Campaign Intelligence

Imagine the possibilities for your email marketing strategy if you could simplify complex email and marketing campaigns and target customers with highly personalized messages at the exact moment and stage of their life cycle! From initial contact to relationship development to account maintenance. You simply cannot achieve such precision without the proper solutions to execute, evaluate and implement automated campaigns.

Direct Data Access is Key to Success

Sophisticated database marketers are not impressed with "upload your list" then batch and blast your campaigns. Marketers who lack integration to customer data are limited to basic broadcast email campaigns. Marketers require the ability to react to live customer data and the ability to segment across an entire database. Campaign Intelligence empowers customers with the ability to connect to multiple touch points, systems, and data sources. Campaign Intelligence is the first application with the ability to access data via a JDBC connection to your data warehouse allowing you to take action the moment a change may occur in your customer profiles.

Content is King

Customers should not be placed into generic categories. Messages that move customer 'A' to make a purchase might be unsuccessful for customer 'B' Knowing your customer and matching the proper content to that customer always increases the profit per campaign. The Campaign Intelligence Smart Content Provider matches customer profile data to content items of interest and always maximizes campaign profit.

Easy Test Campaigns

Creating highly personalized messages where different customers receive different content is a daunting task. If you cannot see the emails your creating, then you have a major problem. With Live editing you sample multiple permutations of one mailing based on actual customer data and content for that customer. You see exactly what the customer receives. This ensures content is efficient, highly personalized and targeted.

On Target for Success

Producing dynamic triggered campaigns no longer has to be a difficult task. The ability to monitor consumer behavior and respond in real time, or on a scheduled basis, is managed in very short time and with little effort. This is easily achieved by using simple queries that include customer actions like capturing consumer preferences while they're browsing your website searching for products or information. You can archive important demographics such as gender, age or purchasing trends and use them to build the information base you need to do target emails and marketing with little effort. You can target even further by sending different content to customers in New York than you would send to those in Florida.

Nothing Too Complex For Intelligence

Providers of out-sourced communication systems cannot offer the security or responsiveness to changes in data nor do they have the ability to customize a solution to precise customer needs. Campaign Intelligence was built with this in mind. Modular design allows for custom solutions to be dropped into a solution quickly and efficiently.

Contact Us Today
If you would like more information on our products and services, please give us a call at 866-566-1867

Corporate Headquarters
Zrinity Inc.
7380 Sand Lake Rd.
Suite 500
Orlando, FL 32819
Phone: 646-722-8673
Fax: 866-764-9446
http://www.zrinity.com/

Take Control...