

Managed Marketing Services from In-Touch

BEYOND DATA CAPTURE: CREATING THE CONNECTION

While there are many reasons to use Electronic Data Capture (EDC) at events, creating a connection with the consumer in order to begin a dialogue, is often a top priority. In many cases, consumer permission is also coupled with responses to a number of questions designed to learn more about the individual consumer; their likes and dislikes, buying intentions, demographics and more.

The best consumer relationships involve relevant and interesting communication. Capitalize on what you have learned about your event visitors and follow up with them to maintain and improve your relationships. Send email or Short Message Service (SMS) text messages that speak to what you know about the person, their likes or dislikes, and when they plan to buy, or offer something attractive to win them back from a competitor. The knowledge you have gained about your clients via EDC enables you to create relevant conversation. We work with you to design a strategy, create messages that click, select the best delivery method, and we'll manage sending and reporting for you.

Email Marketing by In-Touch

Create, send and track email marketing campaigns and newsletters

In-Touch offers a fully managed and customizable email marketing service which enables our clients to send timely emails containing content that is most relevant to the recipient, based on attributes known, as a result of a data capture program run by In-Touch or other external data sources.

In-Touch clients can incorporate email campaigns into their event marketing programs, to extend the marketing relationship with target customers. The degree of sophistication in email campaigns can range from:

- Standard: all participants who completed surveys/ provided data receive the same email campaign
- Advanced: different campaigns are sent to recipients based on a set of business rules resulting from survey responses received in the database

Send event-based, transactional email to the right people, at the right time

Email marketing by In-Touch is fully automated and provides success reporting at-a-glance. With the flexible triggering and customization capabilities, our clients can deliver the right message to the right audience, at the right time.

Once the email marketing program is enabled, emails are automatically triggered as data is received from devices, without any manual intervention. In-Touch has extensive expertise in permission-based email marketing and offers consulting services, regulatory compliance advice and sophisticated analysis of campaign results.

How It Works

There are three components to a managed email program by in-Touch:

- Account Creation – one time per client
- Campaign Setup – one time per campaign
- Ongoing delivery, data storage and management

Account Creation

Integration of data from In-Touch managed programs into the In-Touch email system

In-Touch will integrate data from our managed data capture devices and/or In-Touch provided phone or web data capture systems into the In-Touch email infrastructure. In-Touch will ensure that as data is received by In-Touch, it will be added to the email database within fifteen minutes of receipt at In-Touch, on an ongoing basis.

Email System Setup (One-Time)

Using assets (logos, images, photos, links etc) provided by the client, In-Touch will create a customized html and text template.

In-Touch will create a document library to host the template(s), and any other document files. In-Touch will create an Image library to host client logos, images and photos. In-Touch will create a content library to host client content to be used in campaigns. This content will include standard product or service descriptions, corporate boilerplate.

Campaign Setup

For each email campaign, using business rules provided by the client, In-Touch will create user segments for any demographic to determine the following:

- Which recipients receive the campaign
- What content will be contained in the email

For example, a typical business rule might be to send an offer to all survey respondents who indicated that they plan to purchase within the next twelve months, and the offer may vary depending on whether they plan to buy in the next four weeks or forty weeks. A second business rule might indicate that a Spanish email be sent to those who indicated this language preference, while an English message would be sent to other recipients.

The following options are also available with In-Touch email marketing services:

- **Dynamic content.** Add different content to the library and link into the campaign template to enable the custom content to appear dynamically within campaigns.
- **Personalized content.** incorporate responses from the survey into the content of the email. This often involves personalizing the email with first and/or last name.
- **A/B split tests.** Using different subject lines, creative approaches and send times. Once a winner is determined, we apply it to the rest of your list.
- **Automatic email triggers.** Send thank you messages, confirmations, reminders, birthday wishes and other transactional messages.
- **Consulting advice on best practices to maximize open rates and deliverability.** We also offer guidance to ensure that emails are CAN-SPAM compliant.



In-Touch creates a sending schedule based on client requirements, ie: send the email as soon as the survey record is received, or batch and send once per day between the hours of 6 am and 7 am. Additionally, In-Touch will test campaigns and review with client to gain final approval prior to sending.

Campaign Management

In-Touch offers our campaign management services to monitor and improve your program performance. Highlights of our campaign management include:



- **Campaign effectiveness.** Receive reports on your opens, click-throughs, bounces, unsubscribes, spam complaints and more.
- **List maintenance.** Understand the makeup of your list, by demographics and segments. See who is actively engaged and who is unsubscribing.
- **Campaign performance over time.** For whatever period you specify, we can generate aggregate metrics across multiple email messages.
- **Fully managed deliverability.** Reports on email-deliverability analytics illustrate how much email makes it to the inbox – and what it looks like when it gets there.
- **List scrubbing.** We promptly remove bounces, unsubscribes and spam complaints from your subscriber list.
- **Subscription management.** We use opt-in, unsubscribe and profile-management forms that ensure you have subscriber permission.
- **Ensured delivery with dedicated IP address.** When determining who to block, ISPs evaluate each IP address' historic performance. Leverage our dedicated IP delivery service to gain successful delivery rates.

Mobile (SMS/Text) Marketing Services by In-Touch

Engage Prospects and Customers On-the-Go

In-Touch Mobile with SMS (Short Messaging Service), a new mobile marketing application available within our email marketing service, enables organizations to provide timely, relevant content to opt-in subscribers with text messages -- allowing marketers to broaden their engagement with prospects and customers, wherever they spend their time.

With today's mobile consumer, marketers must support and track campaigns with both online and mobile elements. In-Touch Mobile handles all opt-in requirements set forth by the mobile carriers and provides reports back to clients in real-time so they are aware of what is working and what needs improvement within their campaigns.

Enabling Marketers to Engage Consumers Anytime, Anywhere

Marketing channels continue to expand and innovative companies must take full advantage of consumers' busy and active lifestyles. There are many use cases for In-Touch Mobile. These include organizations providing timely updates to their members, promoters sending SMS texts to event attendees or tradeshow sponsors who want to drive traffic to a specific location within a conference.

In-Touch Mobile Features

Ability to send one-time, recurring or scheduled messages to specific users

The flexible API-based system allows users to send transactional SMS messages to an individual or a group. Targeted messages can be sent with exclusive offers, polls or location/event-specific coupons. Marketers can feel confident that they are in compliance with the wireless carriers because In-Touch Mobile initiates and tracks the double opt-in process automatically.

Start an SMS dialogue

In-Touch customers can set up unlimited key words (i.e. JOIN, SHARE and ENJOY) to engage their target audiences in an ongoing dialogue, or to convert prospects to customers.

SMS Tracking and Reporting

Query and reporting capabilities provide users with insight such as the status of a message, individual response rates and return of messages sent to invalid numbers.

Availability

In-Touch Mobile is available as an API-based solution within our managed email marketing service. In-Touch has partnered with a third-party vendor to help provide SMS to our customers.

Start connecting with In-Touch Managed Marketing Services

To learn more, contact In-Touch at:
1.800.263.2980.

