MARKETIER

iAPPS®
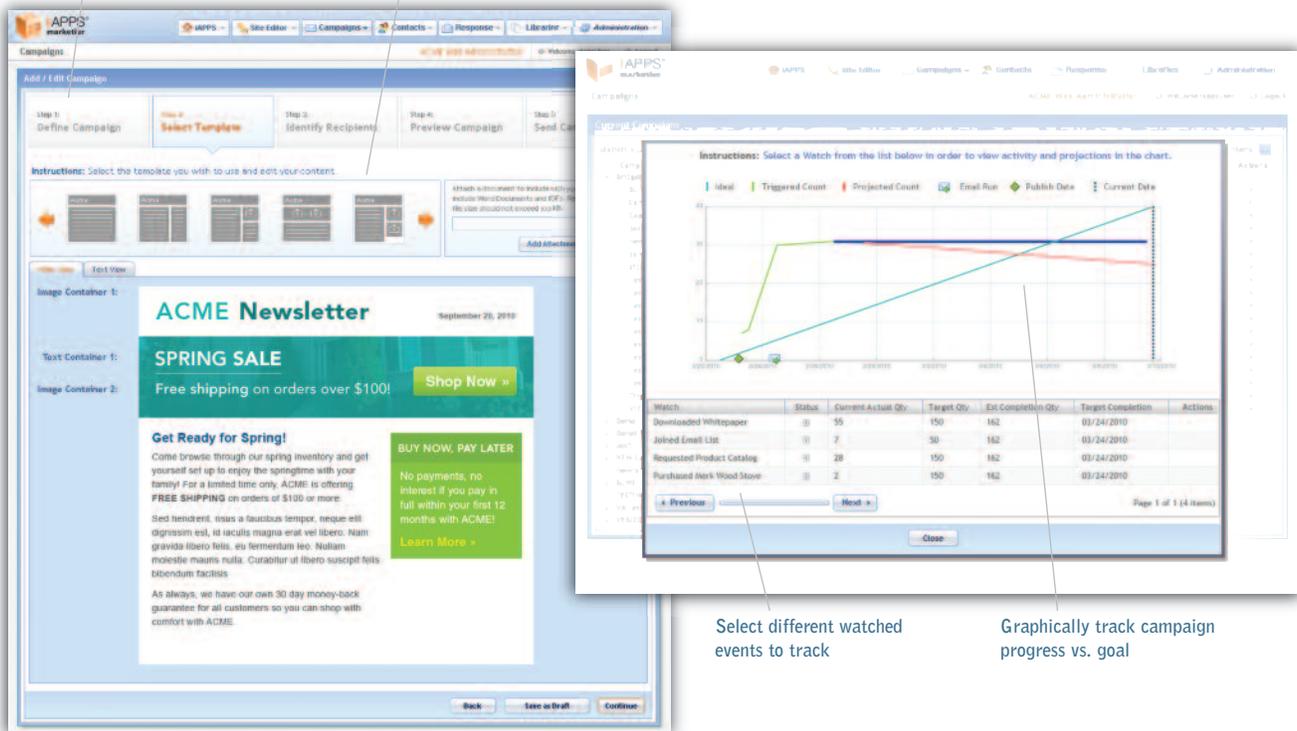**marketier**

TARGET
EXECUTE
CONVERT

BRIDGELINE ®
digital

interactive technology solutions

EASY, POWERFUL ONLINE CAMPAIGNS

Easily create campaigns with
Marketier's wizard interface

Choose from pre-defined
template library

Select different watched
events to track

Graphically track campaign
progress vs. goal

Today's marketing professionals realize that it's more important than ever that their interactive campaigns be personalized, ultra-targeted, and have real-time measurement capabilities to maximize effectiveness. Online campaigns require targeted content and powerful messaging if they're going to compel recipients to take action. And with marketing budgets getting tighter, the need to execute campaigns that produce conversions and deliver increased ROI is greater than ever.

You want a solution that is easy-to-use, supports brand consistency, measures real-time effectiveness, and maximizes results. With the sophisticated, online marketing management capabilities of iAPPS Marketier, marketers are empowered to effectively create, manage, and measure all of their interactive campaigns.
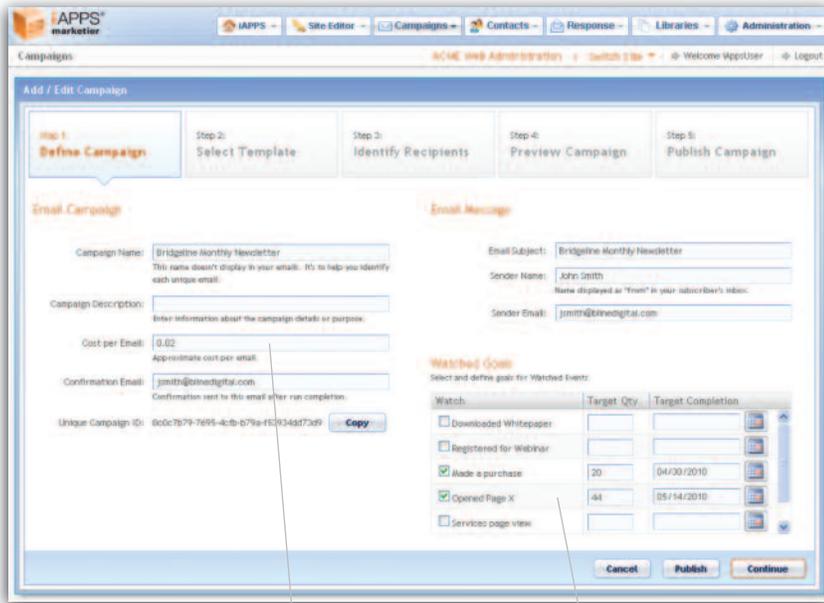
iAPPS' deeply integrated online marketing toolset lets you easily streamline and control all of your eMarketing initiatives. With its state-of-the-art AJAX user interface, iAPPS is so easy-to-use that even the least tech-savvy user will be managing campaign ROI in no time.

iAPPS Marketier is ready for deep integration with your websites, microsites, portals, intranets, and online commerce stores. Ensure that all your campaigns deliver the right message to the right person every single time.

Advanced marketing management made simple

Easy-to-use and incredibly powerful, iAPPS Marketier delivers astonishing benefits. Distribution list management features include automatically rendered lists based on criteria such as triggered events or particular customer segments. With email analytics overlays, you're able to deliver compelling, personalized campaigns. Custom-defined customer segments will strengthen your relationships and boost your marketing ROI.

By leveraging the power of iAPPS' single content library and contact roster, you're able to take the guess-work out of what to say, when to say it, and who to say it to. iAPPS' brand-friendly email templates eliminate the "cookie-cutter" look common in many competing solutions. Full campaign ROI goal tracking and reporting is fully integrated, providing you with real-time insight and empowering you to adjust and optimize your campaigns with a few simple mouse clicks. iAPPS' detailed campaign success reporting can instantly track click-throughs, forwards, bounces, subscribes, and unsubscribes. Additionally, as a fully managed solution, iAPPS Marketier eliminates delivery issues associated with white lists and black lists, greatly improving your ability to ensure your campaigns reach the inbox.

Use actual cost per email to track ROI

Choose specific watched events for each campaign

iAPPS Ready ✓

Salesforce.com®

Easily pull Contact and Lead records directly from Salesforce into iAPPS. Improve overall distribution by factoring in the actions of users on your site for more targeted and personalized campaigns.

Google™

Measure keyword effectiveness and evaluate which are leading to conversions to optimize your Pay Per Click campaigns and overall organic search rankings.

Centralize your Distribution List Management

You'll never have to compile your distribution lists again. Whenever site visitors complete a form, new customers are added to your website, or visitors change their contact information, Marketier automatically gets the update. Be confident when you run email campaigns that you're always working with the most current information.

Seamless iAPPS integration supercharges marketing effectiveness

iAPPS Marketier — and your marketing efforts — reach their full potential when integrated with the complete iAPPS Product Suite. Sharing a common user interface, these four applications let you:

↗ **Monitor and manage content to optimize your messaging**

↗ **Review and act on built-in web analytics reports**

↗ **Seamlessly synch promotional emails to your public website or eCommerce store.**
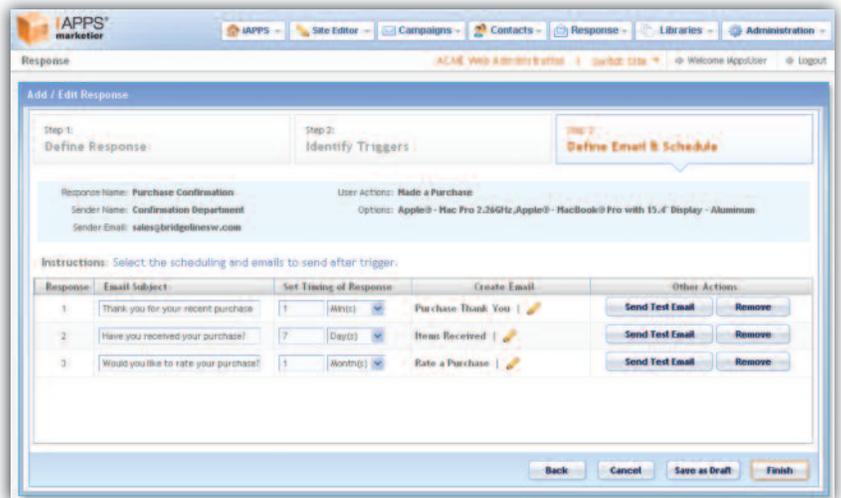
Unified Applications — Only from Bridgeline

iAPPS is the only web-based product on the planet that can deeply integrate content management, analytics, eCommerce, and eMarketing capabilities within the heart of your web application. The iAPPS architecture was designed and developed to work seamlessly together, empowering you with more con-

trol, accurate information, better decision-making, and improved marketing effectiveness — significantly adding value to your web properties. iAPPS is ready to expand when you are — activate or add any module when your business demands it.

Deployment Flexibility

iAPPS Marketier is available as a flexible SaaS—Software as a Service—licensing model for those who want to spread licensing costs over several years, and who don't want to own the responsibilities of maintaining and supporting the required backend infrastructure. Bridgeline centrally manages product updates seamlessly for our SaaS customers. For customers who prefer to keep their web application in house, a traditional perpetual license option is also available.

From Beginning to Send, Marketier Powers Campaigns that Convert

Core Features	Description
Dynamic Distribution List	No import or export of CSV files and no outside hooks required. Changes to customer information automatically updates your Contacts database and distribution lists in real-time.
Easy Campaign Creation	Create powerful online campaigns in minutes with Marketier's intuitive, wizard-driven interface.
Measure Campaign ROI	Full campaign ROI and graphical goal tracking tools are built-in (no coding or IT involvement) to provide timely and accurate insight into all of your campaigns.
Robust Asset Management	A single library enables you to easily leverage content and images from your website and archived campaigns, eliminating version control issues.
Salesforce.com Integration	Easily pull Contact and Lead records directly from Salesforce into iAPPS.
Response Marketing	Produce response campaigns tailored to a specific audience by defining event triggers based on user or system actions that launch system responses.
Landing Page Statistics**	One-click access to view real-time statistics, including number of clicks and bounces, for every landing page associated with a campaign. **Easily jump to Site Editor with the click of a button to edit landing page content.
Detailed Reporting	Know the status of all online campaigns in real-time with immediate access to statistical information.
360° Campaign Management	Real-time statistics on Sends, Opens, Forwards, Clicks, Bounces, and more.
Campaign Dashboard	Provides a real-time summary of mission-critical campaign data such as Watched Goals, Email Statistics, and Publishing Workflow.
Surveys & Polls**	Learn even more about what your target audience is looking for by creating custom surveys and polls with our intuitive drag-and-drop designer built into Content Manager.
Campaign Preview	Ensure brand and message control by viewing exactly what your target audience will see with iAPPS' email test feature and real-time campaign preview.
Pre-Defined Templates	Enhanced template preview makes it quick and easy to select from your library of pre-defined email templates.
Campaign Workflow	Create and attach a custom workflow to any of your campaigns. Reuse any workflow on future campaigns.
Campaign Cost Analysis	Built-in cost calculator tools allow you to determine, in dollars and cents, exactly what each campaign cost you.
Mass Emails with Ease	With both the flexible SaaS and traditional perpetual license, you will never again worry about mass email campaign issues such as spam and blacklisting.
Unmatched Dependability	Marketier is ready 24-hours a day, 7-days a week, 365-days a year to seamlessly handle scheduled email campaigns any time of the day or night.
Powerful Analytics Integration*	Watched Events from Analytics can be tied to campaigns to define campaign goals and when they should be achieved. Click-throughs and behavior on the website are automatically tracked and Marketier is informed automatically.
Powerful CMS Integration**	Manage all website content seamlessly with the industry-leading features of iAPPS Content Manager.
Powerful eCommerce Integration***	Create engaging Campaign and Response emails by inserting images directly from iAPPS Commerce. Leverage the data in iAPPS Commerce to tailor online marketing campaigns to customer buying trends.

*Requires iAPPS Analytics license   **Requires iAPPS Content Manager license   ***Requires iAPPS Commerce license

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for Web Success™

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