marketingpilot
SOFTWARE

Email Marketing at a Glance
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Improve relevance and deliverability

Email marketing isn't just about sending email messages to your customers, leads and prospects - it's about deliverability, creative, performance, timing, lists, marketing plans, products, campaigns, events, approvals, budgeting, sales, leads and staffing. Make a bridge to the email marketing island in your organization with MarketingPilot's integrated email marketing functions:

- Get high volumes of personalized email messages delivered to your recipient's in-boxes.
- Manage subscribers and lists.
- Track performance, cost and results.

Plus,

- Manage production workflows.
- Help teams collaborate more efficiently.
- Incorporate email into your marketing plans and multi-channel campaigns.
- Route messages for approval prior to sending.
- Create landing pages that capture, assign and score sales leads generated by email.
- Promote events and track registration.

Why MarketingPilot?
MarketingPilot is the integrated marketing management market leader because of its comprehensive set of email marketing features and its integration with workflow, lead management, campaign management/automation, event management and registration, spend management and CRM.

- MarketingPilot tightly integrates email marketing into your core processes to enable you to deliver superior results with far less effort. That's what has made MarketingPilot different right from the start and earned it the respect and kudos of decision makers throughout our industry. Gartner, for example, calls MarketingPilot "the dominant mid-market provider of marketing resource management in North America."
- MarketingPilot is a real breakthrough that improves performance and streamlines operations; MarketingPilot improves communications and streamlines processes, enabling users to focus on marketing instead of logistics.
- MarketingPilot enables better, more informed decision making, more effective management and increased focus on revenue-generating marketing activities. MarketingPilot increases management control over all marketing activities. With MarketingPilot, marketing projects are smooth, effective operations that are fully integrated into the overall plan of the organization; MarketingPilot enables best practices.

- MarketingPilot is designed with ease of use at the forefront. Every element of MarketingPilot's user interface goes through a rigorous design and testing process to ensure that it's easy to use and works consistently and intuitively. Each user's desktop can be personalized so that only needed functions and information are visible.
- MarketingPilot provides each user with a personal home page that they will use again and again each day. Docking widgets enable each user to personalize their home page with their to-do list, project list, tasks, metrics, and more. Reminders and alerts ensure that nothing is forgotten. MarketingPilot's customizable workspace provides each user quick access to needed functions and information.
- MarketingPilot is designed with high performance in mind to be able to handle large volumes of data: thousands of vendors, products, jobs, campaigns, etc. Information used again and again is temporarily cached to give users the fastest performance possible.

Create Effective Email Messages
Create totally customized, hardworking email messages with our powerful user-friendly designer tools, or import your own html messages.

- Use our user-friendly what-you-see-is-what-you-get editor without having to deal with HTML tags; Users can edit complex HTML without having to know HTML. It's easy to use, our formatting toolbar works just like a word processing program. You can style your text, align copy, check spelling, insert Adobe Flash, bullets and hyperlinks, and upload graphics and more.
- Or create compelling messages using our powerful integrated HTML editor. It's not just a text note pad. Advanced users can switch to HTML view to insert tables, image maps, and more:
  - Full HTML Editor that works on PCs and Macs.
  - Integrated Microsoft Word-like spell-checking.
  - Code indentation
  - Multilevel undo/redo with action trails
  - Integrated toolbar
  - And much, much more.
- Templates: There's no need to design your email templates from scratch. You can upload or copy-and-paste your existing templates into MarketingPilot in just a few seconds. Or, setup new templates in MarketingPilot to save time, help ensure brand consistency and reduce errors.
- Upload or Import Content: As well as using the WYSIWYG editor, you can use your existing email message template from your computer or import it from a web page.
- Test and Preview: MarketingPilot makes it easy to send test emails so that you can validate links and URLs and

see what email messages look like when they hit the in-box.

- Send now or later: Schedule emails for future delivery. Your home page widget displays your scheduled emails every time you log in.
- Plug-Ins: Plug-Ins. MarketingPilot provides One-click Plug-Ins for Sender Address, Subscription Center, Forward to a Friend and View as Web Page that save time and make it easy to comply with CAN SPAM requirements and provide advanced functions recipients expect.
- Personalization and Dynamic Content: Dynamically customize message content for each recipient based on their interests, demographic information or other data. It's easy to insert personalization tags into your message to personalize the content of your email campaigns for each and every recipient. Merge information into each message for a personal touch, and dynamically swap out content and special offers based on each recipient's preferences.
- Shared Image Library: Upload as many images as you like for your email campaigns. Unlimited free image hosting is included. Share images with other users.

True Email Marketing Campaign Management
MarketingPilot provides a robust, comprehensive and flexible system for managing campaigns, and the data they generate - no matter how simple or complex. With MarketingPilot all the information about every campaign is in one place. MarketingPilot's integrated performance measurement features make it easy to determine which campaigns are effective and which aren't.

- Create campaigns consisting of multiple email messages; group several campaigns into a single program.
- Automatically track and roll-up performance data for a complete campaign for a fuller picture.
- Track all the leads generated by a campaign consisting of multiple messages.
- Analyze performance across different creative packages, offers, lists.
- Create detailed campaign strategy and tactical briefs using convenient fill-in-the-blanks templates.
- A/B split testing.
- Automatically send alerts to the marketing staff when critical campaign events occur.
- Automatically create workflow tasks for the email production team to assign work and ensure timely campaign execution.
- Create best practices templates - preset campaign templates with all the necessary tasks and information.
- Estimate and track all costs associated with an email campaign.

- Track how much each response costs.
- Prepare cost budgets for all email marketing activities.
- Track how much time was spent producing the campaign.

Can your email marketing software do all this?

Beyond Subscriber and List Management – Complete Integrated Marketing Database
MarketingPilot's relational marketing database is powerful, intuitive, easy to use and fully integrated. It goes far beyond the flat file subscriber manage of other email service providers. MarketingPilot has all the tools you need to manage subscribers - whether you have thousands or millions. MarketingPilot can be configured to support the specific needs of business-to-business or business-to-consumer marketers. So, whether you aggregate information by company, enterprise or by household, MarketingPilot can help improve targeting and campaign results:

- Consolidate all customer, lead and prospect information into a single database designed to be easy to access and use.
- Import and store lists from any source.
- Track contact details such as name, address, etc. as well as:
    - Demographic, psychographics, lifestyle, and other types of information that describe and segment your customers and prospects.
    - Modeling data such as propensity scores, deciles, RFM scores, etc.
    - Additional Data: MarketingPilot makes it easy to enhance existing information with census, demographic, lifestyle, and segmentation data attributes from sources such as Tower Data, Melissa Data, Jigsaw, Nielsen Claritas, Acxiom, Experian, InfoUSA, Polk, etc.
    - Add transactional information according to your unique business approach whether it's response to campaigns, calls, click-through' s, web site visits, event attendance, orders, contracts, billing information, or point-of-sale information.
- Query, analyze and define targeted customer segments.
- Run counts and generate mailing lists for direct mail, telemarketing, and email campaign execution.
- Build and nurture qualified prospect lists that you can use again and again.
- Access detailed contact information for an unlimited number of subscribers with MarketingPilot's integrated CRM:
    - Track detailed contact information including name and address, transactions, leads, activities and results.

- o   Add your own variables and custom fields.
- o   Find contacts quickly.
- Quickly add subscribers to lists.
- Import and export subscribers.
- Add a contact to an unlimited number of lists.
- Automatically manage bounces.
- Automatic deduping before send.
- Create landing and sign up pages with your branding to enable subscribers to add themselves to lists and provide actionable information:
    - o   Create fully customizable Sign Up pages quickly; each one can have a unique set of fields.
    - o   Create as many Sign Up pages as you want.
    - o   Copy Sign Up pages with a single click and use them again and again.
    - o   Embed Sign Up forms on any page on your web site.
- Automatically processed unsubscribes ensure the cleanest possible lists and the best deliverability.
- MarketingPilot tracks Bounces and shows which email addresses bounced, when and why.
- Customizable Subscription Center enables each subscriber to change their own email address, contact information and list preferences.

Create and maintain email lists of clients, vendors, prospects, leads, etc. for customer newsletters, e-coupons, events, different locations, promotions, and more. With MarketingPilot you'll always be compliant with anti-SPAM laws and best practices for automatic handling of opt-ins, unsubscribe requests and bounce cleansing.

- Create an unlimited number of lists.
- Quickly and easily add subscribers to lists.
- Import and export lists.
- Associate lists with clients, markets, jobs and campaigns.
- Organize lists in user defined folders.
- Track list usage.
- Bulk remove contacts.
- Automatic dedupe before send.
- A/B split testing.
- Financial/Billing Integration
    - o   Track list costs.
    - o   Invoice clients for list usage with a few clicks.

CAN SPAM Compliance
MarketingPilot provides a range of features to help ensure that all your messages and processes are CAN-SPAM Compliant:

- Every message is automatically 'flight checked' before it is sent to ensure CAN SPAM Compliance.

- Keep "Do Not Mail" lists of contacts who shouldn't (and won't) be sent your emails under any circumstances.
- MarketingPilot's Subscription Center Plug-In makes it easy for subscribers to manage their own subscriptions and to selectively opt out of lists that aren't relevant to them.
- The "Insert Unsubscribe Link" Plug-In makes it easy to add a 'one click' unsubscribe link to your email messages, which is required by law in most countries.
- MarketingPilot processes all unsubscribe requests are processed automatically.
- MarketingPilot's "Company" Plug-In makes it easy to add the appropriate physical address information to each message.

Deliverability
We work hard to help ensure that your messages get delivered:

- We work closely with ISPs to help ensure that your emails get delivered.
- Integrated spam checking features help ensure that the content you send wont trigger spam filters.
- Dedicated IP addresses are 'standard; for all mailers at no extra cost. Dedicated IP addresses ensure that your reputation doesn't get hurt by the practices of others.
- Domain throttling, differentiated sending and email authentication maximize deliverability.
- Our servers are co-located in a world-class data center that has a 100% uptime record. It has more than 1,000 Mbps of Internet connectivity and enables us to deliver high volumes of email messages promptly. We use mail servers with redundant power supplies and the data center has back-up generators, redundant cooling systems, and redundant network connections.
- We pre-warm your IP address to ensure a fast start up.
- Message Plug-Ins make it easy for recipients to manage their own subscriptions and to selectively opt out of lists that aren't relevant to them.
- Bounced emails are automatically processed and removed from your list; your lists are always clean. MarketingPilot makes it easy to see which email addresses bounced and why so that you can decide whether or not to continue to mail to them.
- MarketingPilot's powerful marketing database enables users to quickly and easily process ad hoc opt out requests and to use offline list hygiene to reduce undeliverables and manage Opt Outs.

Email Marketing Performance Analytics
MarketingPilot provides a powerful suite of email marketing analytics and performance measurement tools. Say good-bye to hours spent scouring reports and rekeying information

again and again into spreadsheets for analysis. With MarketingPilot the up-to-date information needed to make decisions is available all the time.

- Create forecasts and compare them with actual results.
- MarketingPilot tracks how many contacts opened your emails.
- See which links were clicked, by who and when.
- MarketingPilot tracks Bounces and shows which email addresses bounced, when and why, with an exact error message from the email provider, such as "Email address doesn't exist".
- See unsubscribe statistics for each email campaign you send, either for a specific date or over time.
- See exactly who opened your email and when. Go to a Contact's dashboard and see the entire email marketing history message, by message.
- Track clicks to landing pages and registrations; with MarketingPilot this tracking is fully integrated and automatic.
- See how viral your email campaign really is with complete details of who forwarded your email to a friend and when.
- Give clients access to their results. Your branded MarketingPilot Web Portal provides access to email performance and more.
- MarketingPilot automatically tracks leads not just clicks and opens.
- Roll-up and tabulate results on-screen; drill down to transaction details. Filter and sort data using different parameters and date ranges.
- Compelling interactive graphs show you how many emails got delivered, opened, clicked and more.
- Easily export results to Microsoft Excel for further analysis and what-ifs.
- Track results at a detailed level (every transaction) or aggregated level (for example, total click-through).
- Tabulate data using different time intervals.
- Enables brand managers to track email marketing initiatives, timelines, workflows, campaigns and get the brand-specific information they need
- Complete Google Analytics integration that's quick and easy to implement.

Multi-Channel Marketing Automation
Provide your sales and marketing teams with a single tightly integrated web-based platform that allows them to automate the marketing database, campaign, response, lead management and sales processes:

- Centrally manage all clients and prospects.

- Centrally manage all client and prospect communications, offers, collateral and marketing activities.
- Create, execute and manage marketing campaigns.
- Manage and automate responses via email, phone, mail and web.
- Capture, qualify, assign and distribute sales leads.
- Track opportunities, client quotes and sales orders.
- Query, report and analyze results.

Landing Pages
MarketingPilot makes it easy to capture leads and collect information from email recipients via easy to create landing pages. MarketingPilot integrates landing page results with email performance measurement and campaign management. Create personalized web forms, landing pages and micro sites that can be integrated with your marketing efforts to drive acquisition and conversion.

- It only takes a few minutes to create a customized landing page with MarketingPilot:
- Create as many landing pages as you want.
- Copy landing pages with a single click and use them again and again.
- Landing pages are fully customizable; each landing page can have a unique set of fields.
- Embed landing pages and forms on any page on your web site.
- Create Landing Pages for each List.
- Tie email messages and Landing Pages to Campaigns, Events and Programs.
- Automatically capture, assign and score Leads.

Integrated Lead Management
With MarketingPilot your lead management process is completely automated from the moment you send the first email to a prospect.

- Use email to nurture leads until they're ready to convert.
- See every message a prospect has received and whether the email been opened, read, or clicked-through.
- MarketingPilot automatically tracks visitors to landing pages.
- Information supplied by the prospect is automatically added to the Marketing Database.
- Leads are automatically scored and assigned to Reps. MarketingPilot automatically sends Reps email alerts every time a new Lead is received and displays each Reps Leads on a personal dashboard.
- There is no rekeying or lost data. Information capture all along the lead generation process is carried forward.

- Complete Lead Analytics provides insight and actionable information.

Event Management/Registration
Use MarketingPilot's integrated online registration to reduce costs and save time. Tight integration of email marketing and event registration enables users to create Event Registration pages and to track the effectiveness of each email message automatically. With MarketingPilot all event information is in one place and there is only one system to learn and use. MarketingPilot tracks detailed attendance information, and provides summary statistics right on your screen; registration information is updated immediately as attendees register. Automatically process registration fees and credit card payments. Track attendance by individual and by company.

Project Management and Workflow Designed for Email Marketing Teams
MarketingPilot provides a robust, comprehensive and flexible system for managing your email marketing efforts. With MarketingPilot collaboration and workflow are a reality; you can now have all the information about every email campaign in one place. MarketingPilot enhances transparency and accountability, and makes it easy to see what each person is doing and to assign tasks.

If there is one thing that characterizes email marketing projects, it's variety. MarketingPilot's project management and workflow features are designed to handle even the most complex and varied workload.

- Start campaigns fast: Templates ensure that you always execute campaigns using best practices.
- Use our Web Portal to facilitate online campaign requests.
- Turn on a Dime; Reschedule an entire email campaign with one click; MarketingPilot immediately alerts the entire team.
- Add tasks on the fly; reassign tasks as needed.
- Find projects using text search or filter.
- Avoid Surprises; automatically alert the team if the due date is at risk of being missed; Notify users when the campaign is completed; Send reminders via email or text message.
- Automatically send email alerts when new campaign are assigned, received, and updated.
- Manage tasks; task dashboards roll-up each user's tasks across campaigns.
- Prioritize tasks and campaigns.
- Automatically update project status as tasks are completed.
  - Insert additional tasks into a project's workflow any time things change.

- Define milestones.
- Collaborate and Share
  - Campaign dashboards provide quick access to all campaign information.
  - Threaded discussions and notes.
  - Route messages and landing pages for approval, review and markup.
  - Keep work for each client separate.
  - Display personal and project-wide calendars.
- Manage Files and other important project information
  - Save detailed campaign specifications.
  - Store all the files related to each campaign.
  - Track all reviews and approvals for each campaign.
  - Make a Creative brief for each campaign.
  - Log all campaign -related email messages.
  - Track all campaign notes.
  - Link the original request to the campaign.
- Track Time:
  - Link all time slips to the campaign they are for.
  - Track estimated vs. actual time.
  - Schedule work.
  - Track workload; Measure performance.
  - Monitor and improve cycle time.
  - Measure staff realization and utilization.

Integrated Online Review and Approval for Email Messages
Routing and approvals are a critical element of the marketing process. MarketingPilot provides a fully integrated review and approval system for email messages. Route email messages for approval and review with tremendous flexibility and ease. MarketingPilot provides a fully integrated system that helps reduce cycle time and eliminate bottlenecks. MarketingPilot maintains a permanent record of each user's comments and provides a comprehensive system with solid audit trails and accountability. MarketingPilot's threaded notes enable free-form feedback and discussion.

- Subscribe to an email message and join the discussion about it. Receive alerts when comments are added by other users.
- Mark-up email messages with simple and easy to use annotation tools.

A Complete Expense Management and Billing Solution
MarketingPilot provides a complete solution that makes it easy to track costs and bill clients for Email Marketing campaigns:

- Estimate costs and performance before you mail; MarketingPilot makes estimating easy – from start to finish.
- Track all job costs for creative, assets, photography etc.

- Track all list rental and hygiene expenses.
- Track time spent; bill time.
- Track job profitability and Work in Process.
- Accounts receivable.
- Retainers/pre-pays.
- Track sales, VA and GAT taxes.
- Create estimates and pro forma invoices.
- Automatically process credit card and e-check payments via your online processor.
- Easily track profit margin and mark-up.
- Send invoices and estimates via mail or email; reprint accounting information on demand.
- Attach accounting related documentation including work orders, contracts, emails, faxes, mockups, PDFs, etc.
- Enterprise edition handles multiple currencies.

Project Request Management

Manage requests for new campaigns more using MarketingPilot's integrated, flexible and easy-to-use project request functions:

- Makes team members more productive by reducing time spent managing, coordinating, reporting and tracking project requests.
- Links all relevant information to each email campaign request.
- Enables interactive communication between marketing and clients.
- Instills accountability.

Clients:

- Fill in an online form that is customized for each type of request.
- Get a dashboard to manage their requests.
- Can track status and progress of requests.
- Can attach files to requests.
- See only their requests and no one else's.

Marketing:

- Has a centralized dashboard for all requests.
- Can accept, reject and schedule requests.
- Can assign requests to staff.
- Can communicate requests status updates to the client.
- Can communicate status changes via email automatically.
- Can create estimates for requests.
- Can track requests by user, type, priority, due date, requested date, assigned to, etc.
- Can create request templates containing checklists that appropriate for each type of campaign.

Client Management

MarketingPilot's client dashboard tracks all email marketing activities for each client and provides a complete audit trail. Assign teams to specific clients and restrict access to client information to team members.

Powerful Reporting

MarketingPilot enables users to transform valuable marketing data into shared information for insightful, timely decisions. MarketingPilot provides a comprehensive reporting solution that enables the creation, management, and delivery of both traditional, paper-oriented reports and interactive, web-based reports.

Users can create custom reports and explore MarketingPilot data using a report designer with a familiar Microsoft Office user interface. Users can:

- Create standard reports, cross-tabs, and charts.
- Add text and formatting to reports.
- Create new fields and calculations.
- Preview, print and publish reports.
- Export report data to formats such as Microsoft Excel, Adobe PDF, HTML, etc.

Powerful report management features enable a high degree of control. Custom reports can be added to the MarketingPilot shortcut bar; and/or deployed to a report web site for access by non-MarketingPilot users. Organizations can deploy interactive Web-based reports to deliver information to clients or partners over extranets or the Internet.

Administrators can schedule report execution and delivery, and track reporting history. Both on-demand and event-based delivery of reports is available. MarketingPilot's flexible, role-based security protects reports and information. For example, access to payroll transactions can be restricted to select users.

Web Portal

The MarketingPilot Web Portal provides a new level of e-business productivity. Collaborate with clients and vendors online, in real time, no matter what type of computer system they are using, as long as it has a web browser and internet access. The Web Portal provides an "out of the box" extranet – it's an ideal solution for clients, branches, outlets, channel partners, vendors, freelancers and agencies. The Web Portal is designed so that users can only see information that belongs to them. The MarketingPilot Web Portal provides users with the following functions:

- File upload/download
- E-mail notification

- Estimates
- Project requests
- Purchase orders
- Review and approval
- Routing
- Time slips

Exclusively for Agencies
MarketingPilot is ideal for agencies, marketing service firms and other types of professional service firms seeking to deliver best-in-class email marketing services to their clients. MarketingPilot empowers you and your clients to leverage our proven infrastructure and deliverability to help clients execute effective email campaigns that grow their business (and yours). MarketingPilot offers:

- Client-level tracking and reporting
- Integrated production, workflow, scheduling, time keeping, billing and built-in client cost allocation.
- Client web portal.
- Aggregated volume discounts.
- Unlimited list and subscriber storage.
- Outstanding deliverability.

On Demand or Licensed
Choose a subscription to MarketingPilot On Demand. MarketingPilot On Demand requires no IT involvement or support. All users need is a web browser and internet connection. For a fixed annual fee we take care of setup and configuration, software and system administration and internet access in a high-security, fault-tolerant environment.

Or, purchase licenses and install MarketingPilot on an in-house server. MarketingPilot can be installed and implemented quickly, with minimal support from IT:

- IT isn't needed to add and remove users
- Reconfigure the system without "taking it down"
- There is no need for an operator to monitor the system day-to-day
- Back up MarketingPilot while it's being used
- Use the computers already in use

Scalable
MarketingPilot was designed with the simplicity to meet the needs of small teams and the power to accommodate the sophisticated requirements of large ones. Multi-company support enables users to manage even the most complex environments.

Advanced Technology
MarketingPilot uses the latest Web 2.0 technologies. MarketingPilot's industry standard SQL database makes it easy to integrate MarketingPilot with existing systems.

Multiple Languages
The Enterprise Edition is designed to support multiple languages, at the same time. Each user can select the language that they prefer.

Rename Every Field
The Enterprise Edition enables users customize the name of every field on every page.

Security
Built-in security features manage user privileges and control access. MarketingPilot provides a layered approach to security. Deploy MarketingPilot on a corporate server behind a firewall; use SSL encryption for even greater security. LDAP integration means that you can apply your enterprise-wide security standards to MarketingPilot and provide access without issuing new user id's or passwords.

Choose the Right Version
MarketingPilot is available in three editions: standard, professional and enterprise. Visit the MarketingPilot web site to compare editions and features.

Services That Make It Easy
Our services team can help integrate your data into MarketingPilot, and help you take advantage of the information to generate better results. Every MarketingPilot client is assigned to a dedicated account team – professionals who are on call to help in any way possible. Our team can:
- Create custom templates that are modeled after your web site or other documents.
- Convert PDF, image or word documents into ready-to-send messages.
- Repair broken templates, resize images, fix tables, change links and much more.
- Customize your footer, header or any other element of your email messages.
- Reformat large files and organize contacts so that they can be easily uploaded into MarketingPilot. We can even create lists and upload subscribers for you.

Users will be working with someone who knows their environment and understands their needs. Our team will help your organization gain and maintain a real competitive advantage.

Find out More

In the US call +1.847.864.4777, in the UK call 020 8133 9847, or contact us via email at sales@marketingpilot.com and request a demonstration. Visit our web site at www.marketingpilot.com for more information and for contact information in other countries.

About MarketingPilot

MarketingPilot Software LLC is the leading provider of marketing information systems – collaborative systems for improving marketing effectiveness and productivity. Every day thousands of marketers at hundreds of companies in more than 30 countries use MarketingPilot.

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