

## Coremetrics and StrongMail Offer Closed-Loop, Customer-Centric Email Marketing Campaigns

StrongMail and Coremetrics have joined forces to offer a highly effective joint technology solution that leverages web analytics data to design and implement strategic email marketing campaigns. Together, StrongMail Message Studio and Coremetrics LIVEmail allow you to measure, interpret, and segment millions of emails quickly and efficiently, and implement strategic remarketing campaigns to specific segments that are accurate, targeted and manageable. The end result: increased marketing ROI and improved customer experiences.

### Behavioral Targeting via Email

Coremetrics LIVEmail is a closed-loop solution for behavioral targeting via email. StrongMail is a leading provider of marketing and transactional email solutions. StrongMail's unique approach enables the centralization of all promotional and event-triggered email on a single, complete platform that is built from the ground up to meet the unique needs of email marketers. Tight integration between Coremetrics and StrongMail enables you to acquire deep customer insights that result in more relevant email marketing campaign content and promotions, and ultimately in higher purchase yields.

### Strength and Flexibility

StrongMail and Coremetrics provide email marketers with the tools and flexibility needed to build strong relationships with targeted prospects and customers. This smart, integrated technology solution offers numerous features:

- Highly effective, pre-configured customer segments
- Highly automated, easy-to-use technology
- Real-time access to email marketing campaign content and promotions
- Remarketing capabilities powered by subscriber website behavior and performance data

### Benefits of a Combined Solution

By optimizing your email marketing campaigns, you can:

- Improve business success metrics, including engagement levels, conversion rates, increased revenues, and reduced costs
- Strengthen customer relationships from highly relevant customer engagements
- Explore new customer acquisition strategies
- Uncover business opportunities from previously hidden customer segments
- Improve customer online shopping experiences
- Exploit continuous reporting and optimization opportunities
- Increase web traffic to key product landing pages

## Leveraging Website Behavior & Introducing Behavioral Targeting for Better Results

By exporting visitor-level website event and activity level data to StrongMail, Coremetrics clients can segment and target customers based on their recent behavior to deliver the right message to the right customer at the right time. Automation eliminates the need for manual testing, hypothesis and reporting, and accelerates the email marketing campaign process. The offering is highly flexible and easy to use; you can introduce behavioral or demographic targeting, and easily implement product offers and general promotions.

Launching email marketing campaigns with behavioral targeting is simple and highly efficient:

- Assign Coremetrics tracking tags to links in an email prior to launching mailing with a simple, one-time setting of parameters.
- Send email with web analytics parameters in StrongMail Message Studio tracking links.
- Coremetrics captures actions of website visitors.
- As Coremetrics behavioral data is delivered automatically to StrongMail Message Studio, five distinguishable, relevant, pre-built customer segments appear within the email interface: items browsed, items carted, items abandoned, items purchased, and onsite search terms.
- Email marketing campaign performance is automatically tracked within the Coremetrics Marketing Management Center (MMC), and Coremetrics LIVEmail automatically exports segmentation information to StrongMail Message Studio for behavioral targeting.
- Clients can launch remarketing campaigns incorporating the most relevant messaging and content.

## Powerful Relationship Marketing Delivered

The combination of Coremetrics LIVEmail and StrongMail Message Studio helps users address the challenge of high-performance, large-volume email marketing. Email marketers can now get to know their customers and prospects better and faster than ever. By implementing this highly interactive solution, you can optimize your email marketing campaigns, reduce your sales cycles, increase conversion rates and ultimately drive sales.

To learn more about this joint solution contact:



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