

StrongMail Lifecycle Marketing

Design and automate powerful event-triggered programs with drag-and-drop simplicity



Event-triggered marketing techniques will enable businesses to generate response rates that are 600% higher than traditional outbound campaigns.

Gartner Research
"Top 7 CRM Marketing Processes for 2011"
April 2011

Smart email marketers know that delivering a relevant message or offer at exactly the right time will significantly boost engagement and conversions. In fact, Gartner reports that marketers can expect a 600% lift in performance over outbound campaigns by leveraging event-triggered tactics.

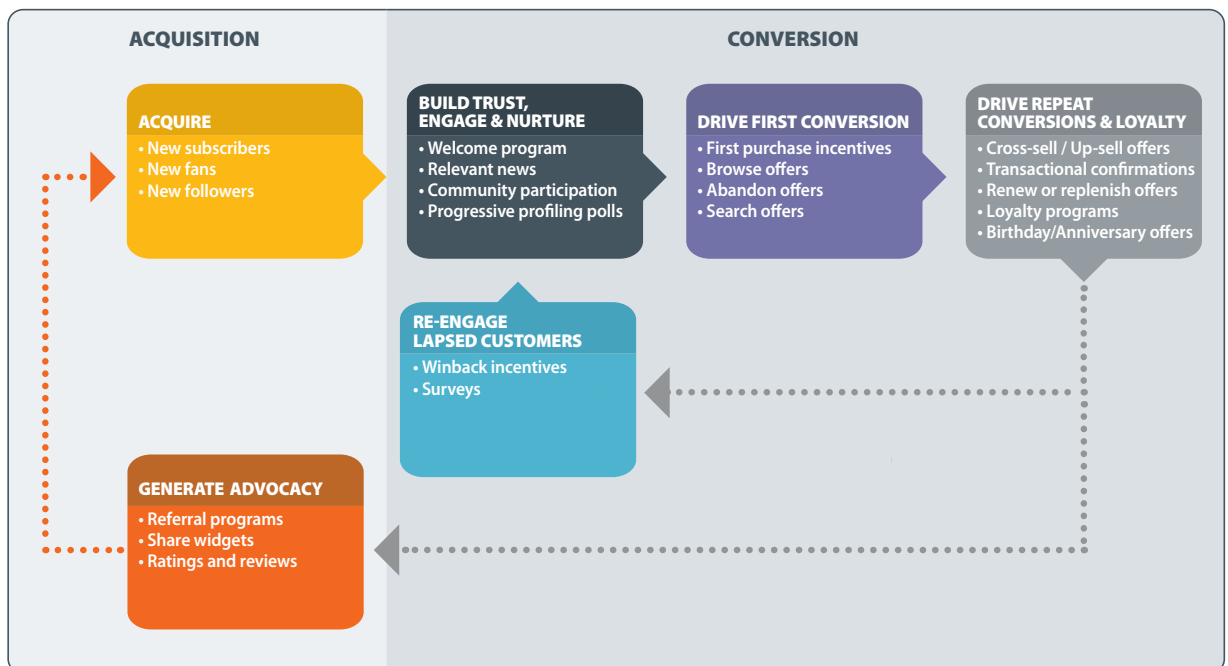
However, while it's widely known that triggering messages based on customer lifecycle events is an extremely effective marketing technique, it has been very difficult for marketers to implement automated, multi-stage lifecycle programs – until now.

StrongMail's innovative Lifecycle Marketing solution solves that problem with an intuitive, drag-and-drop user interface that makes it possible for marketers to easily implement sophisticated programs.

The most comprehensive and user-friendly lifecycle marketing solution in the industry today, StrongMail Lifecycle Marketing allows you to easily design and automate personalized multi-stage, business-rule-driven dialogs, such as those associated with welcome, cart-abandonment, lead nurturing and winback programs. StrongMail Lifecycle Marketing also comes with a strategic services package, which provides expert guidance and best practices to ensure maximum ROI on the first several lifecycle programs implemented with this powerful tool.

Consumers are getting overwhelmed and fatigued by "batch and blast" email marketing campaigns. To counter this trend, StrongMail Lifecycle Marketing provides marketers with the tools and strategic guidance necessary to build more effective automated programs that connect with consumers at every stage of the customer lifecycle.

Marketing Across the Customer Lifecycle





"With StrongMail's Lifecycle Marketing solution, we'll have more dynamic marketing capabilities to segment, target and test marketing messages in our event-triggered email program."

Trish Tobin
CMO of Benchmark Brands

Key Benefits

- **Automate the delivery of highly targeted messages** at critical times in the customer lifecycle to drive more effective marketing programs.
- **Easily design the ideal multi-stage message flow** for a variety of key programs with a visual, drag-and-drop UI.
- **Leverage multiple customer data sources**, ranging from enterprise databases and web analytics data feeds to behavioral tracking data, to achieve high levels of targeting, timing and personalization of lifecycle messages.
- **Easily validate programs** by sending proof messages for every possible path in the message flow.
- **Drive increasing levels of ROI and revenue growth** with minimal ongoing effort by progressively implementing new programs that leverage key customer lifecycle events.
- **Visually design A/B testing strategies** to optimize individual messages or entire message flows within a program.

Features

- **Visual Designer:** Author and test personalized multi-stage, business-rule-driven message flows with drag-and-drop simplicity.
- **Automated Real-Time or Batch Delivery:** Message delivery can be triggered via real-time APIs or via recurring, scheduled batch targeting of customer segments.
- **Program Flow Testing:** Easily test each possible message flow in a program.
- **Sample Templates:** Take advantage of best practice templates for common scenarios, including welcome, cart-abandonment, lead nurturing and win-back programs.
- **Message Flow Control:** Easily control customer experience via random split-based or rule-based routing of specific messages.
- **Reporting:** Track performance trends across all messages within a program via a dedicated lifecycle marketing program report.
- **Management Interface:** Easily launch, pause, and resume live programs via an easy-to-use program management interface.
- **Partner System Integration:** Construct scheduled exports of customers that reach various stages of a program to closely integrate with external partner systems that may be critical to a cross-channel program.

Lifecycle Marketing Program Templates

A variety of best practice, pre-configured program templates are available for the rapid implementation of the most common lifecycle marketing programs.

Welcome Program: Introduce a new subscriber or customer to the brand, build trust, help inform and drive the subscriber toward a first purchase or related conversion event.

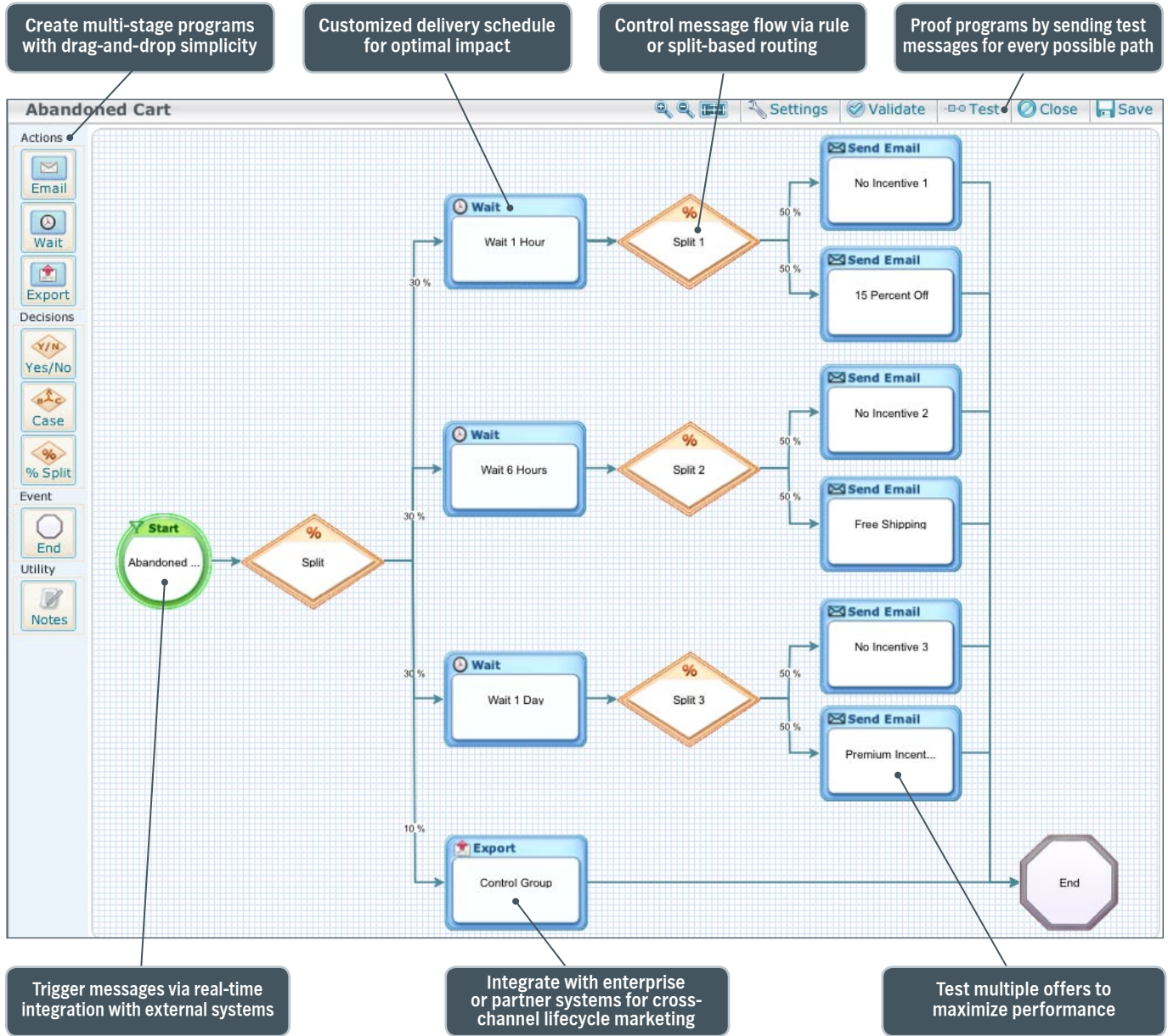
Abandon Program: Send offers to customers who have abandoned the purchase of a product or the completion of a form. Effectively recapture lost revenue by motivating customers to complete a process.

Post-Purchase Program: Engage with a customer post-purchase to build upon the relationship and gain "earned media" that can drive referral revenue and facilitate word-of-mouth marketing.

Winback Program: Re-engage customers who have not visited your site or made a purchase within a certain timeframe. By increasing engagement with less active segments, you can improve both revenue and deliverability.

Event Countdown Program: Send a string of informational messages and targeted offers to customers who have purchased or registered for an upcoming event, driving attendance while building value and trust with customers.

StrongMail Lifecycle Marketing Visual Designer



+ Create a new Program

- New
- Welcome
- Abandon
- Post Purchase
- Winback
- Event Countdown

Easily create a new program from scratch or choose a pre-configured best practice template.



About StrongMail Systems, Inc.

StrongMail enables marketers to forge meaningful, profitable and long-lasting connections with their customers through email marketing and social media.

Offering a comprehensive suite of technology and services, StrongMail takes a fundamentally different approach to traditional email service providers that offers many unique advantages to brands. StrongMail's dedicated solutions offer the lowest total cost of ownership of any enterprise email marketing solution and easily integrate with customer data sources to help marketers improve the performance of their email marketing campaigns.

StrongMail's email and social CRM agency provides industry-leading strategic and creative services to help marketers listen, learn, engage and influence best customers.

It's these differences that have led Fortune 2000 brands to switch to StrongMail.

To learn more about StrongMail, please visit www.strongmail.com.

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StrongMail Lifecycle Marketing Components

StrongMail's Lifecycle Marketing solution includes access to the following tools and services:

- StrongMail Lifecycle Marketing user interface and automation features
- StrongMail Transactional Email Module
- Training and expert guidance via the Lifecycle Marketing StrongStart strategic services package

StrongMail Lifecycle Marketing StrongStart

StrongMail Lifecycle Marketing includes a customized StrongStart engagement that offers training, strategic planning and guidance for building your first two lifecycle marketing programs. The Lifecycle Marketing StrongStart engagement is specifically designed to enable marketing organizations to effectively and efficiently launch successful lifecycle marketing programs that drive revenue, engagement and customer satisfaction.

StrongMail's Strategic Services team will work with you on all aspects of setting up a lifecycle marketing program within Message Studio, including guidance for testing, optimizing and analyzing key performance metrics.

Lifecycle Marketing StrongStart Components

Training	Detailed live instruction in how to author, test, launch, monitor and report on a multi-stage lifecycle marketing program.
Strategy	Extensive strategy session establishes the goals, strategies and tactics for up to two programs, including defining a target audience, data availability and message frequency.
Implementation	Data and implementation guidance to define the data flows, required data attributes and target queries needed to support program automation and reporting.
Project Management	Weekly progress meetings ensure quick resolution of any support or training inquiries, as well as provide best practice consultation and additional training.
Final Review	StrongMail's Strategic Services team will ensure your satisfaction with your Lifecycle Marketing program(s) implementation and initial performance, as well as establish an ongoing maintenance plan to keep programs running smoothly.

Availability

StrongMail Lifecycle Marketing is available as an optional, add-on module to an existing StrongMail Message Studio implementation on an active StrongMail Support plan.

