



RedDot Newsletter Module

Business Benefits

– Efficient eMail Marketing and eCRM using the RedDot Newsletter Module–

Agenda

- ▶ Introduction
 - ▶ Pinuts media+science
 - ▶ Efficient Online Marketing
 - ▶ Goals for an enterprise eMail marketing

- ▶ RedDot Newsletter Module
 - ▶ Functionality
 - ▶ Technology

- ▶ Efficient eMail marketing and eCRM using the RedDot Newsletter Module
 - ▶ Demo
 - ▶ Summery

Pinuts media+science – a short profile

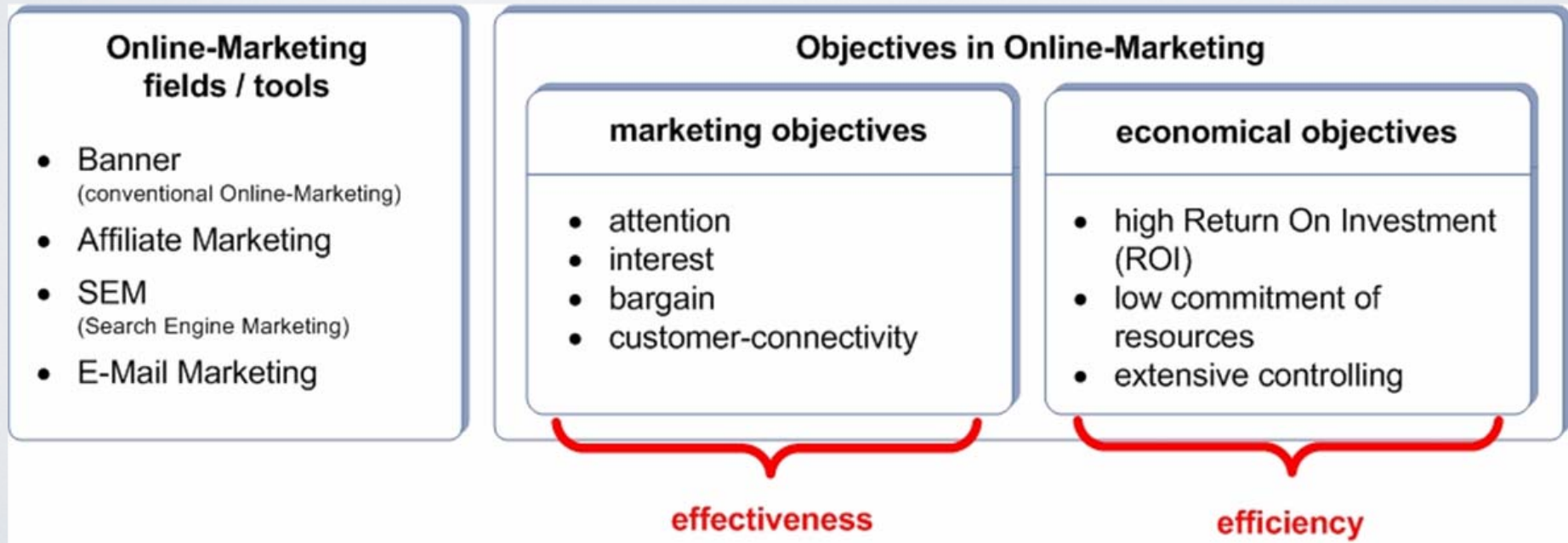
- ▶ Pinuts media+science Multimedia-Agentur GmbH
 - ▶ Established: January 1996
 - ▶ Located: Berlin, am Checkpoint Charlie
 - ▶ Team: 25 employees

- ▶ Fullservice in the business areas
 - ▶ CMS – Content Management Systems
 - ▶ BPM - Business Process Management
 - ▶ eCRM – eMail marketing and electronic Customer Relationship Management

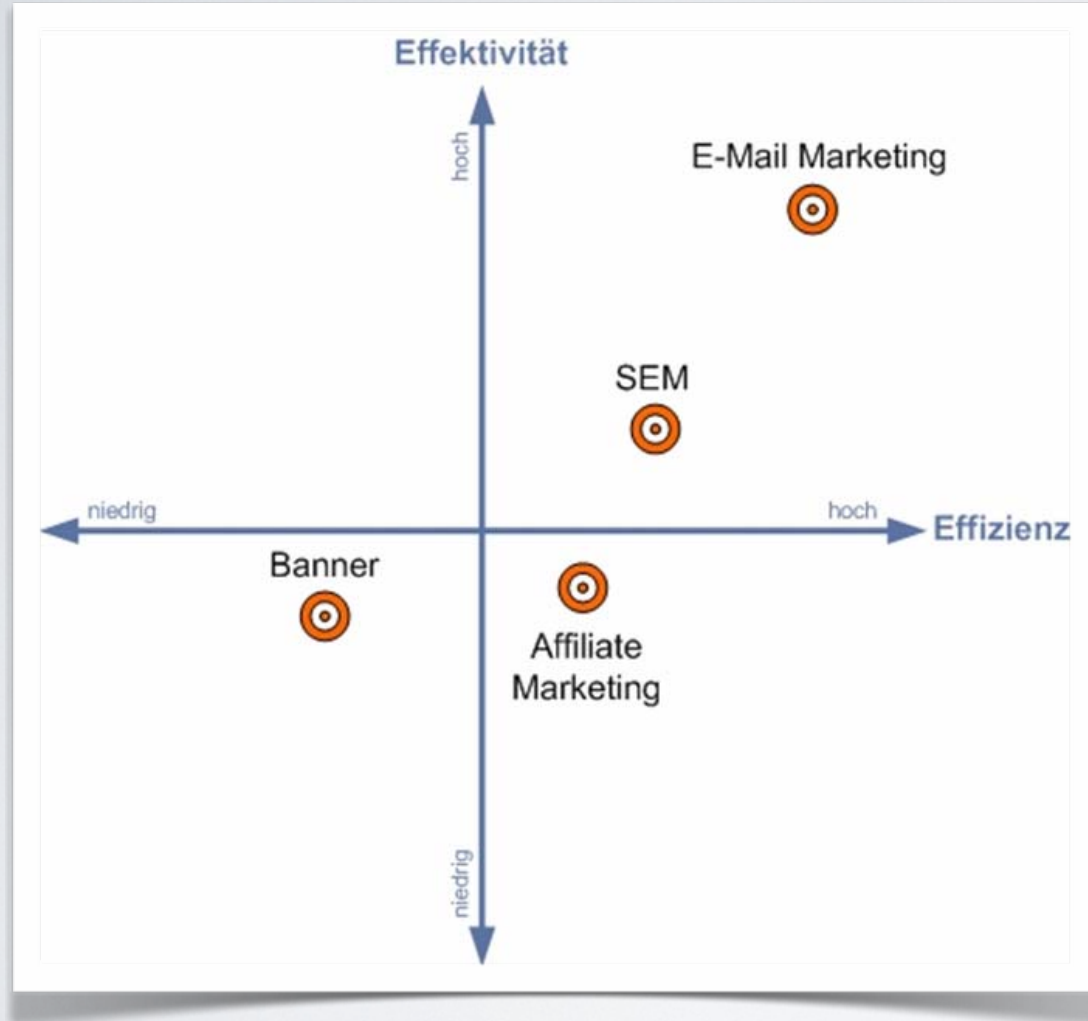


Why online marketing?

- ▶ Some 65 percent of the population use the Internet on a regular basis, and this number is going up. (Source: AGOF e.V. / internet facts 2007-III)
- ▶ The importance is growing because purchase decisions are increasingly being made on the Internet.
- ▶ Marketing budgets are shifting more and more towards "online."



Efficient and effective Online Marketing

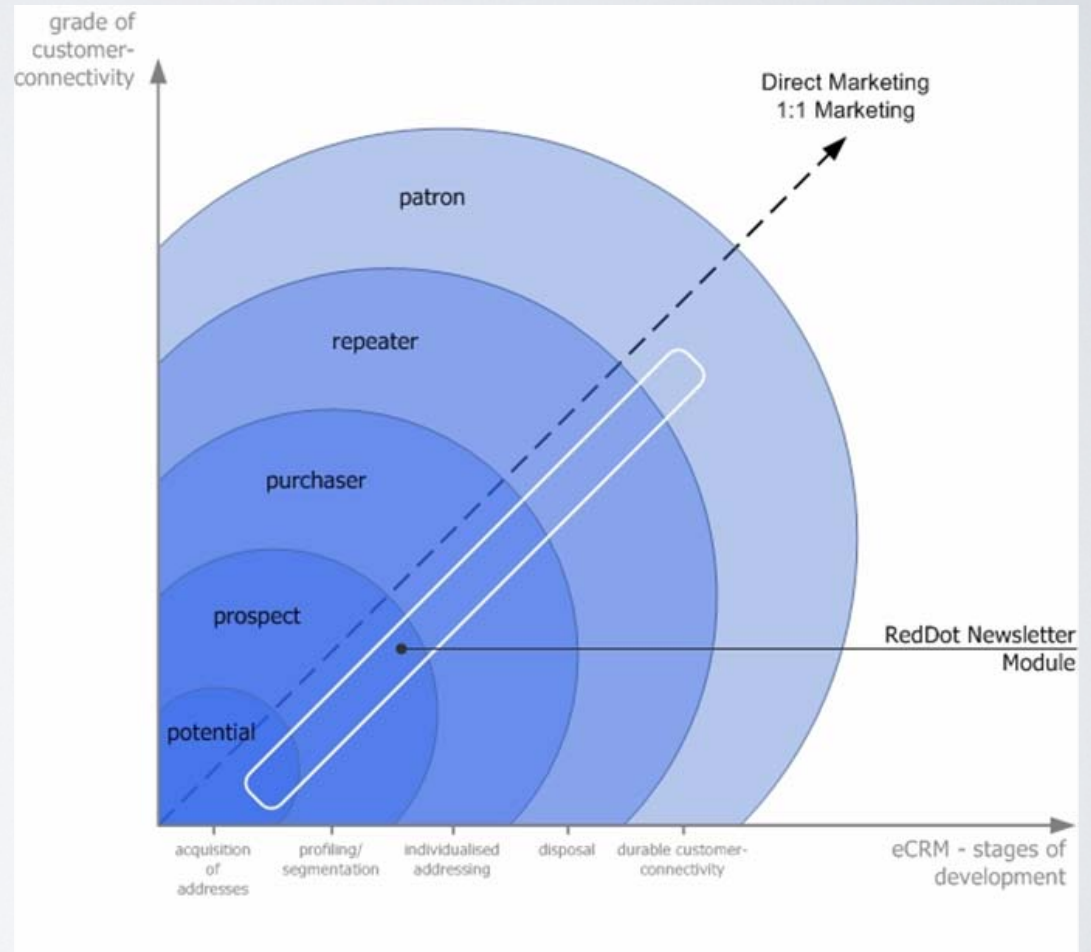


- ▶ Banner Marketing
high wastage,
little individualisation
- ▶ Affiliate Marketing
little wastage, high relevance
to target group
- ▶ Search Engine Marketing pinpoint
placement at high costs
- ▶ E-Mail Marketing
addressing target group precisely
at low costs

Goals in eMail Marketing and eCRM

- ▶ Achievement of Marketing Objectives
 - ▶ Optimisation of response rate
 - ▶ Effective implementation of multichannel strategies
 - ▶ Generating potential for cross-selling and up-selling

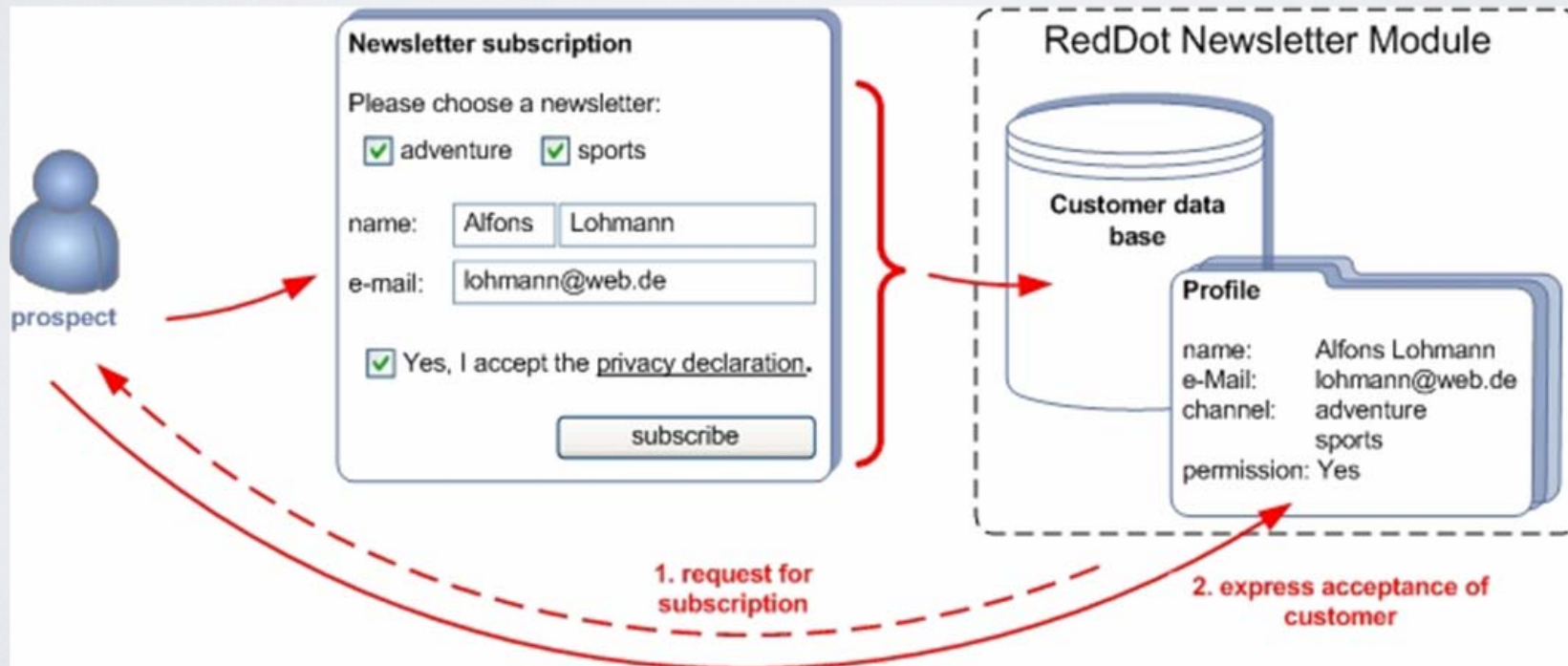
- ▶ Achievement of Business Objectives
 - ▶ Optimisation of budget efficiency
 - ▶ Highest RoI in online and direct marketing
 - ▶ Efficient and effective processes
 - ▶ Extensive controlling options



Obstacles on an enterprise eMail Marketing – legal requirements

▶ Permission based marketing

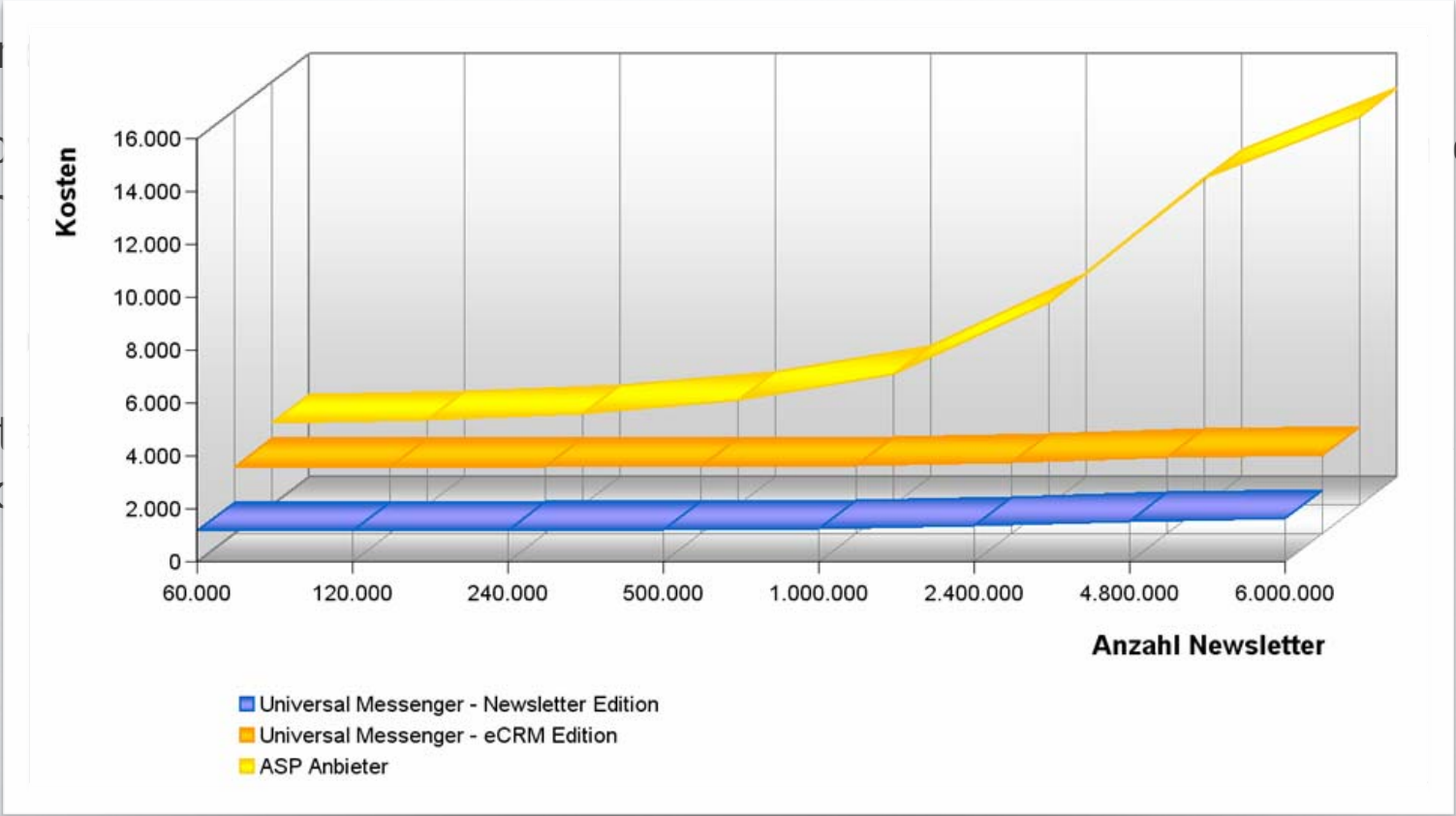
- ▶ Explicit agreement by the recipient is essential; otherwise expensive fines are possible.
- ▶ Subscription by double opt-in is a simple and safe solution.



Obstacles on an enterprise eMail marketing – efficiency and effectiveness

- ▶ Budget transparency
 - ▶ Realising a newsletter management by one owns, grants a fixed cost setup independent from the amount of newsletters and recipients.

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Efficient eMail marketing and eCRM using the RedDot Newsletter Module

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- ▶ Efficient eMail marketing and eCRM using the Universal Messenger
 - ▶ Demo
 - ▶ Summery

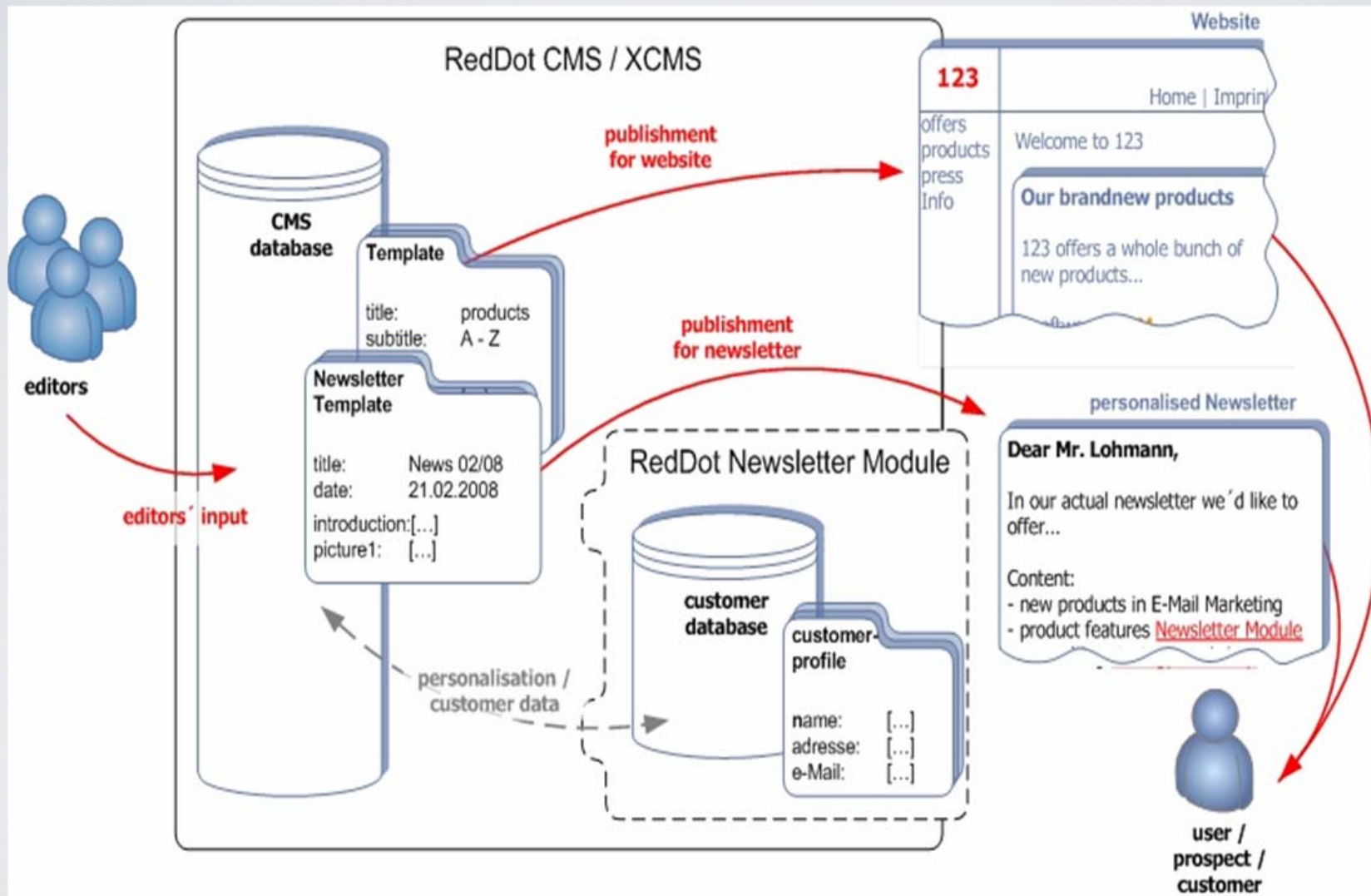
RedDot Newsletter Module – featured services and possible applications

▶ Featured services

- ▶ Mailing as text, HTML, multipart, SMS, attachment
- ▶ Personalisation with any attribute and channel
- ▶ Extensive controlling options: user- and newsletter focused view, click and conversion tracking
- ▶ Bounce management

▶ Possible applications

- ▶ Creating, editing and sending a newsletter directly in the RedDot CMS (editors start mailing directly in CMS)
- ▶ Realisation of eCRM functionality, i.e.:
Tell-a-friend, contact forms, login and extensive Behavioral Targeting



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Creating and Mailing Newsletters

The screenshot displays the RedDot Solutions newsletter editor interface in two overlapping windows. The left window shows the editing process, and the right window shows the 'Send newsletter' step.

Left Window (Editing):

- Header: "You are editing the page 'Reise 7/24 Newsletter - EN' with"
- Navigation: Properties, Actions, Linking, Keywords
- Content: "Reise 7/24" logo, "7 Tage, 24 Stunden Online Reiseportal", and a palm tree image.
- Text: "Dear Sir or Madam," followed by an introduction paragraph and "Your Reise 7/24 Team".
- Footer: "Newsletter will contain all articles since three Months (inclusive today)".

Right Window (Sending):

- Header: "You can edit a page by clicking Getting Started explains how to use the user interface."
- Navigation: Back to website, Edit newsletter, Show preview (displays personalization code as well!)
- Action: "Send newsletter" button with a mouse cursor.
- Content: Similar to the left window, but with a "Send newsletter" button highlighted.
- Footer: "Legal Notice Contact" and "Reise 7/24 Newsletter" logo.

Bottom Window (Statistics):

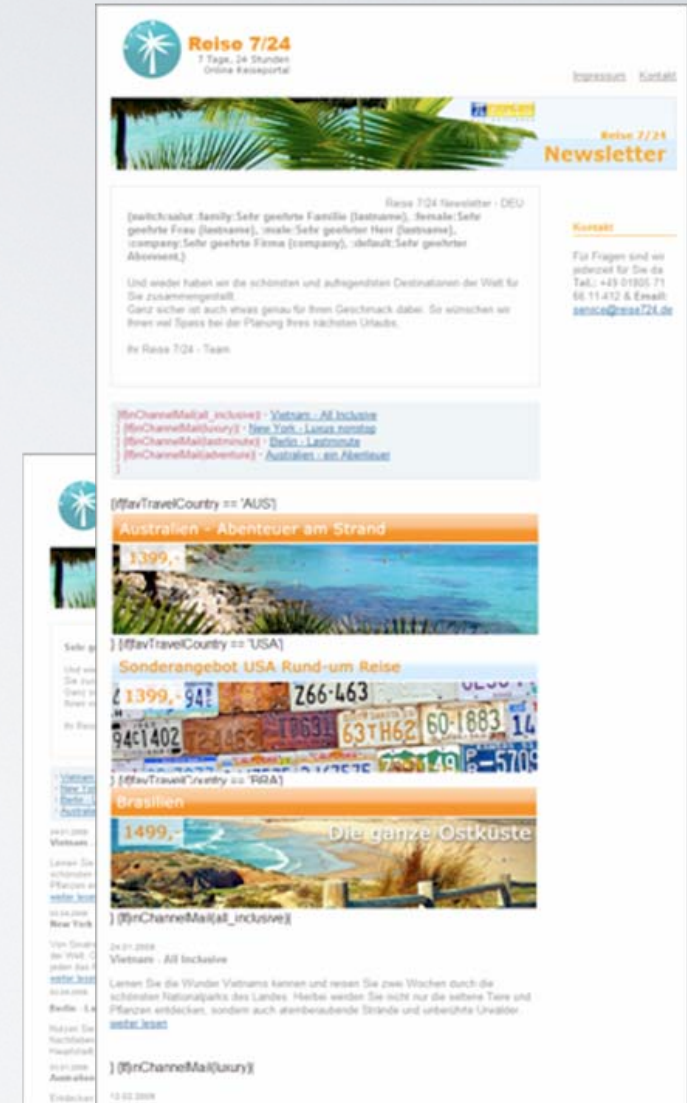
A statistics window titled "Reise 7/24 Newsletter - EN" displays the following data:

Info	Channels	Local acceptor
Recipients:		
Begin:	Di, 26. Feb. 2008, 12:40:11 Uhr	
End:	Di, 26. Feb. 2008, 12:40:15 Uhr	
Duration:	0 Min	
Entries:		5 / 5 (100,00 %)
Contacted:		4 (80,00 %)
Not included*:		1
E-mails:		4 (1,12%)
SMS:		0 (0%)

* - The newsletter archive contains information about the entries that have not been included.

EMail marketing using a CMS – efficient and personalised

1. Editors create a single newsletter in there well known workspace (CMS).
2. Depending on the personal profile of an recipient an highly personalised newsletter is published.



Controlling and Performance Evaluation

Channels Entries Newsletter Statistics Tools Help Logout RedDot Newsletter

Newsletter Archive

Tag: [All]

Page: 1 2 3 4 5 6

Action	Title	Send Date
	Reise 7/24 Newsletter - DEU	Mon, Jun 09 2008
	Reise 7/24 Newsletter - ENG	Mon, Jun 09 2008
	Reise 7/24 Newsletter - DEU	Mon, Jun 09 2008
	Reise 7/24 Newsletter - ENG	Mon, Jun 09 2008
	Reise 7/24 Newsletter - DEU	Mon, Jun 09 2008
	Reise 7/24 Newsletter - ENG	Mon, Jun 09 2008
	Reise 7/24 Newsletter - DEU	Mon, Jun 09 2008
	Reise 7/24 Newsletter - ENG	Mon, Jun 09 2008
	Reise 7/24 Newsletter - DEU	Mon, Jun 09 2008
	Reise 7/24 Newsletter - ENG	Mon, Jun 09 2008
	Reise 7/24 Newsletter - DEU	Mon, Jun 09 2008
	Reise 7/24 Newsletter - ENG	Mon, Jun 09 2008
	Reise 7/24 Newsletter - DEU	Mon, Jun 09 2008
	Reise 7/24 Newsletter - ENG	Mon, Jun 09 2008
	Reise 7/24 Newsletter - DEU	Mon, Jun 09 2008
	Reise 7/24 Newsletter - ENG	Mon, Jun 09 2008
	Testnewsletter	Mon, Jun 09 2008
	Reise 7/24 Newsletter - DEU	Thu, Jun 05 2008
	Reise 7/24 Newsletter - ENG	Thu, Jun 05 2008
	Reise 7/24 Newsletter - DEU	Thu, Jun 05 2008

Page: 1 2 3 4 5 6

Channels Entries Newsletter Statistics Tools Help Logout RedDot Newsletter

Newsletter Archive

Reise 7/24 Newsletter - DEU

Newsletter archive

View newsletter

Statistics

Delivery information

Links and clicks

Sender	Begin of Sending	End of Sending
um@localhost	Mon, Jun 09 2008, 13:53:32	Mon, Jun 09 2008, 13:53:32

Finished

Delivery

Target Segment	Not Sent	Sent	Bounces	Del
	0	3 519	283	

= brutto

Statistics

Unique usages

	Views		Clicks		Con		
	net	gross	net	gross			
Unique usages	1080	33.37%	30.69%	709	21.91%	20.15%	0.00%

	Views		Clicks		Conversions		Unsubscriptions		Bounces			
	net	gross	net	gross	net	gross	net	gross	net	gross		
Unique usages	1080	33.37%	30.69%	709	21.91%	20.15%	0	0.00%	0	0.00%	283	8.04%
Multiple usages	595	18.39%	16.91%	431	13.32%	12.25%	0	0.00%	0	0.00%	0	0.00%
Total	1675	51.76%	47.60%	1140	35.23%	32.40%	0	0.00%	0	0.00%	283	8.04%

Time-based Performance

More views for: 1st day 1st week until last event

Deletes OK

Summary and clear advantages

- ▶ Why to choose the RedDot Newsletter Module for eMail marketing
 - ▶ Modular structured – can be easily extended
 - ▶ Modular structure – extensions possible
 - ▶ Seamless integration – eMail marketing starting directly from RedDot
 - ▶ Comprehensive solution – multichannel architecture
 - ▶ Open interfaces – high level of integration capability
 - ▶ Exact key figures – precise performance evaluation for individual newsletter components
 - ▶ Low follow-up costs, internal data storage – no ASP solution
 - ▶ Low operating costs – familiar system and workflows

Thank you

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