

Interactive Email & Web Site Marketing

IntelliClick



GoldMine

Everything You Expect From Email Marketing And More!

Start a dialogue with your audience with web page hyperlinks embedded in your GoldMine® email and benefit from:

- “Intelligent” hyperlinks you create and insert into professional email templates using our on-line, **WYSIWYG HTML editor & template library** (or use your own existing templates)
- Hyperlinks clicked, web pages visited, opens & unsubscribes are added automatically to the GoldMine® contact record
- Go **“beyond the click”** and see all web site pages visited, instantly saved to the contact record — Even if they return days, weeks or months later!
- **One click call to action** features to send literature or register for an event further engage your audience and automate timely response
- Accelerate your sales follow-up process with phone call & email alerts instantly sent to designated recipients at your company
- **Measure customer engagement** by scoring tracked results for your contacts; Trigger follow-up actions based upon their interest levels
- Reports that provide **metrics & actionable information** for each email campaign - Access reports in real time or have them sent to you automatically by email

IntelliClick

(888)827-5628 (USA) or (847)291-7320

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IntelliClick® At-A-Glance

Email & Web Site Visitor Tracking That Takes Starts A Dialogue

STEP 1:
Create Email Message Template
Insert IntelliClick Created Hyperlinks

INTELLISEND module Schedules / Throttles Messages AND Excludes Unsubscribe, "Report As SPAM" & Past Undeliverable E-mail Addresses

STEP 2:
Send Directly From **GoldMine** To Your Target Audience

*E-mail Address Integrity Management Module Identifies Malformed & Undeliverable Email Messages And Cleanses Your **GoldMine** Database*



- Data Added To GOLDMINE In Seconds**
1. Open Tracking
 2. Web Page Hyperlink Tracking
 3. Unsubscribe Tracking
 4. Event Registration
 5. Literature Request
 6. Field /Email Merge Code Write Back
 7. Forward To Others Lead Capture

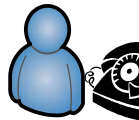
- Web Site Navigation Tracking**
- Subsequent web page visits
 - Subsequent page hyperlinks accessed
- "Go Beyond The First Click"*

- "Call To Action" Auto Response**
- Literature Fulfillment E-mail
 - Event Confirmation E-mail
 - Forward To Others

GoldMine Database



Alarmed Call Scheduled



Text Message



Instant Notification

Alerts Can Be Set For:

1. Scheduled Calls
2. SMS Text Messaging
3. E-mail

E-mail



Unified Email SMTP Relay Service Included

REPORTING:

Real Time Campaign Result Reports – On-Demand And Automated Via E-mail



Feature Comparison

VS.

Typical Email Service Providers

Feature	IntelliClick	Typical Email Service Provider
CREATING EMAIL MESSAGES/ CAMPAIGNS		
On-line HTML template editor & template library	✓	✓
Template preview and test sending	✓	✓
Message Template Content Analysis (<i>SPAM detection</i>)	✓	Offered by some
Option to use email templates within GoldMine or from HTML files	✓	✗
TRACKING E-MAIL CAMPAIGNS		
Details of opens, hyperlink clicks	✓	✓
Auto responders	✓	✓
CANSPAM compliance with unsubscribe (opt out tracking)	✓	✓
Forward to others	✓	✓
Subscription management	✓	✓
Track web site navigation behavior	Contact & Campaign Specific	Typically Not Available
Log all web site navigation behavior by person to their GoldMine account	✓	✗
Automatic e-mail address flagging of unsubscribes in GoldMine	✓	✗
Alerts from hyperlink clicks (e-mail, SMS text messaging)	✓	✗
Capture new names to GoldMine database from forward to others	✓	✗
Database field write backs / updates in GoldMine option	✓	✗
Schedule follow up phone call activity in GoldMine from click	✓	✗
Send e-mail with literature fulfillment attachment from click	✓	✗
Schedule & manage event registration in GoldMine from click	✓	✗
Track ALL e-mail campaign results directly to GoldMine contact record	✓	✗
Drip marketing capabilities	Full featured using GoldMine Automated Processes	Typically limited using auto responders

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Feature Comparison

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Feature	IntelliClick	Typical Email Service Provider
SENDING E-MAIL CAMPAIGNS		
Recipient list target audience from GoldMine database	Direct - No data upload	Export & uploaded to external server
Protect IP reputation of your e-mail server with SMTP relay	✓	✓
Detailed log of sent message batch results	✓	✓
Control the send process (when, how many at a time)	You control	They control
Automatically exclude unsubscribe e-mail addresses (<i>CANSPAM compliance</i>)	✓	✓
Option to choose your SMTP server or relay service	✓	✗
Hard vs. Soft bounce tracking & GoldMine database cleansing	✓	✗
Send on behalf of others (i.e. sales reps) in a single batch	✓	✗
Log of actual e-mail sent in GoldMine history	✓	✗
REPORTING / ANALYTICS		
Summary & details of tracked activity by campaign	✓	✓
Dashboard reporting of tracked results	✓	✓
Specialized reporting (Crystal & MasterMine)	✓	✗
Real time access to reporting in GoldMine	✓	✗
Automated reporting by e-mail	✓	✗

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