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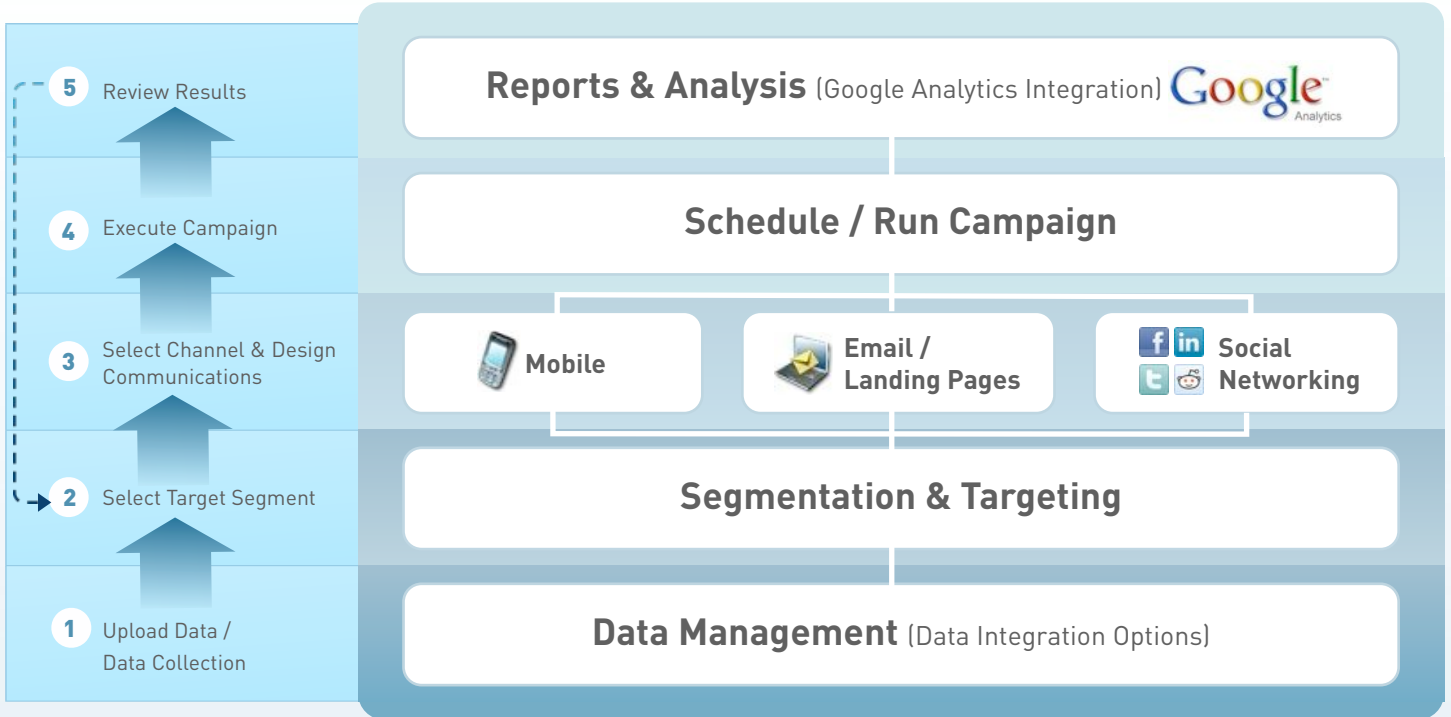
marketing software



Create, Measure and Optimise Your Sales and Marketing Communications

Used globally by:

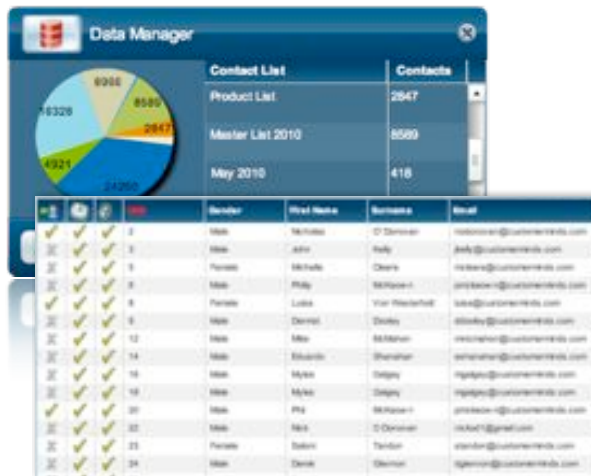




Data Management

The intelligent database requires no set-up and no technical knowledge. All data is automatically collected into a single view of each contact. The database includes tracking across all channels (online, email & mobile) to a behavioural level.

Our data services team can assist with integrating to in-house systems. If you have no data your account manager will talk you through how to begin collecting data from multiple sources (eg. email/mobile campaigns, website/webforms).



- ✓ Single view (across all channels)
- ✓ Data automatically added
- ✓ Multiple collection sources
- ✓ Opt in/out management
- ✓ Integration options

Segmentation & Targeting

The single view database allows for any segment to be targeted to a behavioural level. Should you wish to target "females, 30-40yrs, living in London, interaction within 3 months, clicked on weekend travel weblinks, is not a past customer" it is simply a matter of dragging and dropping the criteria.

This simple to use, powerful feature, does not require any technical knowledge and allows for relevant and focused marketing and communications.



- ✓ Target by any criteria (across all channels)
- ✓ Easy to use
- ✓ No technical knowledge
- ✓ Increase ROI through relevant communication

Mobile / Email & Landing Pages / Social Networking

Selecting and designing your campaign has never been easier. With no technical knowledge marketers can quickly create professional html designs for email template and landing page use, build data collecting webforms, set-up broadcast and response based mobile campaigns, create trigger events and even link to the major social networking sites.

Ease of use ensures that campaigns are designed in the shortest time while avoiding time dealing with multiple systems and suppliers.

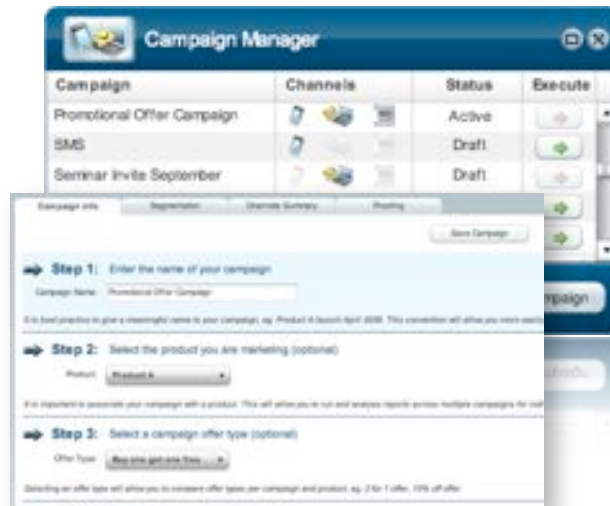


- ✓ No technical knowledge
- ✓ Design multi-channel campaigns
- ✓ Easy to use
- ✓ Single supplier

Schedule / Run Campaigns

Campaigns can be set-up, tested, scheduled or executed from a central tool. You can also manage and edit the campaign at any time.

Executing a campaign is a simple step-by-step process allowing you to set-up and run your campaign in the shortest possible time.



- ✓ Step-by-step set-up
- ✓ Test, schedule or execute your campaign
- ✓ Full view of past campaigns
- ✓ On-screen help & guidance

Reports & Analysis

Campaign information is tracked in real-time across all channels. Tracked information includes not only delivered, opens and reads but also responses, clicked links, etc. There is an automatic link to Google Analytics. Detailed campaign performance across channels, products or offers can be reviewed for trends. Ultimately this allows for campaigns to be targeted for maximum rates of return.

Standard reports are supplemented by customer reports (through your account manager).



- ✓ Clear real-time results (across all channels)
- ✓ Information tracked to a behavioural level
- ✓ Clear metrics presented
- ✓ Standard and custom reports

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“ We are constantly improving our marketing practices and ultimately our ROI by working with CustomerMinds. ”

James Simpson,
Digital Marketing Manager,
3M



How we work with you

Self-Service Clients:

Self managed option

- ✓ Licence durations of 3, 6 or 12 months
- ✓ Pay-as-you go email and SMS credits
- ✓ Free client support
- ✓ Free user training

Enterprise Clients:

Self Managed, Assisted or Fully Managed options

- ✓ Licence duration (min. 12 months)
- ✓ Discounted email & SMS credits
- ✓ Advanced User Access & Group Management Controls
- ✓ Advanced database integration options
- ✓ Dedicated Account Manager
- ✓ Free client support
- ✓ Free user training

Other Services Provided:

- ✓ Advanced triggered campaigns
- ✓ Data cleansing options
- ✓ Email and SMS validation options
- ✓ Graphic design facilities
- ✓ Integrated App development
- ✓ SMS shortcodes
- ✓ Dedicated IP addresses
- ✓ Custom reporting

About CustomerMinds

CustomerMinds is an international on-demand marketing software company. Founded in 2007, we instantly secured a strong international foothold with clients from all sectors within the B2C and B2B spaces. We are focused on empowering the marketer and improving ROI. Our platform is used to deliver 1,000's of integrated marketing campaigns each month. This activity is also supported by our in-house client and technical services teams.

CustomerMinds has won awards internationally for innovation, user friendly design and international potential.

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