

Campaign Manager

OVERVIEW:

The NehaNet Campaign Manager allows you to deliver, track and manage sales and marketing messages to targeted audiences. You can easily create target lists to include customers who bought a certain product, rep firms, distributors, internal teams or web-site visitors that show interest in a particular product. You can also analyze campaign effectiveness by measuring response rates and click-throughs.

BUSINESS BENEFITS:

Good Communication Improves Customer Retention

Keep your customers and prospects informed of new releases, important product updates, production and manufacturing opportunities and events that affect their business and the industry.

Improve Product Launches

Make it faster and easier for your marketing and sales teams to develop and send targeted messages to your customers, field teams, rep firms, distributors and manufacturing partners. It's a great tool in your product launch arsenal.

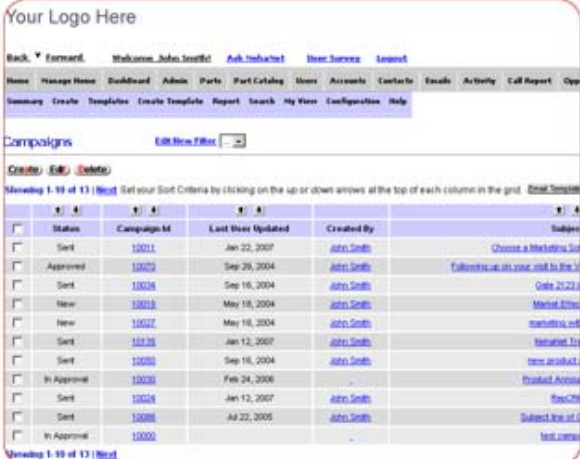
Fast, Effective Campaigns

The NehaNet system gives your marketing team the ability to segment targeted customers on a number of important attributes and quickly design effective campaigns and messages with an HTML based tool. Campaigns can then be delivered via email or post mail.

Powerful Analytics

Monitor, track and report statistics on the receipt and review of targeted campaigns and messages. Your team will know who read the message and when, while your management team can analyze the data for program effectiveness.

“This system allows us to quickly and easily send customized messages to targeted customers and reps.”



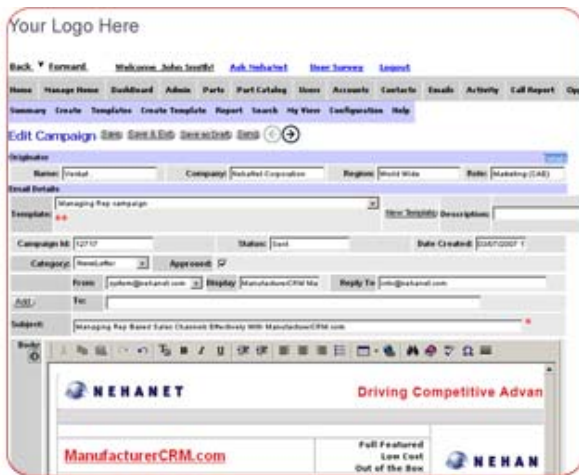
The screenshot shows a web application interface for managing campaigns. At the top, there is a navigation menu with options like 'Home', 'Manage Home', 'Dashboard', 'Admin', 'Parts', 'Part Catalog', 'Users', 'Accounts', 'Contacts', 'Emails', 'Activity', 'Call Report', and 'Open'. Below the navigation, there is a 'Campaigns' section with a 'URL New Filter' button. A table displays a list of campaigns with columns for 'Status', 'Campaign ID', 'Last time Updated', 'Created By', and 'Subject'. The table contains several rows of data, including campaigns with IDs like 10011, 10029, 10028, 10018, 10027, 10126, 10050, 10030, 10028, 10088, and 10002.

Status	Campaign ID	Last time Updated	Created By	Subject
<input type="checkbox"/>	Sent 10011	Jan 22, 2007	John Smith	Choose a Marketing So...
<input type="checkbox"/>	Approved 10029	Sep 26, 2004	John Smith	Follow us on your web to the...
<input type="checkbox"/>	Sent 10028	Sep 16, 2004	John Smith	Date 2/22/0...
<input type="checkbox"/>	New 10018	May 18, 2004	John Smith	Market 8/200...
<input type="checkbox"/>	New 10027	May 18, 2004	John Smith	marketing soft...
<input type="checkbox"/>	Sent 10126	Jan 12, 2007	John Smith	Marketing 1/...
<input type="checkbox"/>	Sent 10050	Sep 16, 2004	John Smith	new product...
<input type="checkbox"/>	In Approval 10030	Feb 24, 2006	-	Product Approa...
<input type="checkbox"/>	Sent 10028	Jan 12, 2007	John Smith	Step 2/...
<input type="checkbox"/>	Sent 10088	Jul 22, 2005	John Smith	Subject line of...
<input type="checkbox"/>	In Approval 10002	-	-	test campai...

“NehaNet had our Campaign system up and running in just a few days.”

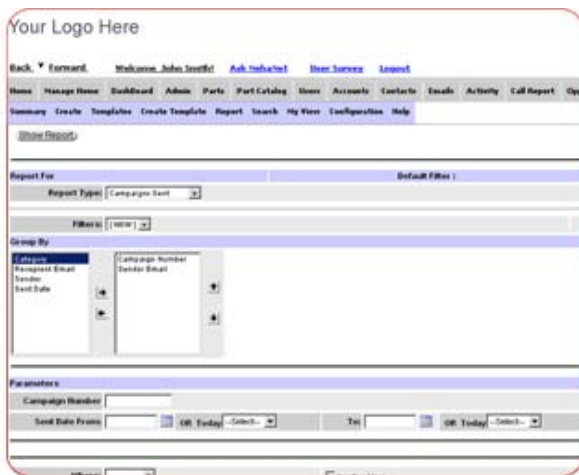
Competitive Advantage

Rather than reacting to customer inquiries or product information requests from the field, be proactive in driving information out to customers. Stay one step ahead of your competition by delivering on-time targeted campaigns and messages that keep bringing customers back to you.



FEATURES:

- ❖ Target Email Lists
- ❖ Traffic Log
- ❖ Click-through Tracker
- ❖ Workflow Engine
- ❖ Multilevel Access Control
- ❖ Multiple Attachments
- ❖ HTML Editor
- ❖ Flexible reporting and analysis
- ❖ Audit Trail
- ❖ Integration with the NehaNet CRM System
- ❖ Product Change Notification (PCN)
- ❖ Two-Click Smart Jump
- ❖ Microsoft Excel integration
- ❖ Microsoft Outlook integration



www.nehanet.com
 5001 Great America Parkway Suite 250,
 Santa Clara, A 95054, USA.
 1-888-NEHANET.

NehaNet Corporation is the premier provider of sales, support and marketing automation solutions and services to the electronic components and related industries. Let NehaNet bring its in-depth domain knowledge and years of experience with industry best practices to your business today.