

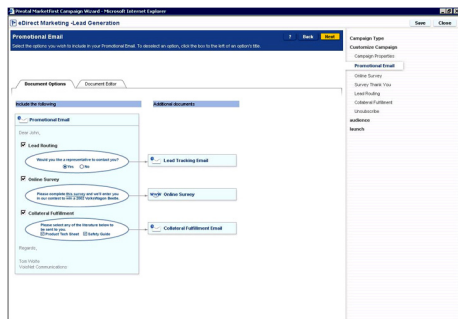
# CDC MarketFirst Campaign Portal

Empower distributed sales and marketing teams to leverage centrally produced campaigns and resources to improve marketing efficiency

CDC MarketFirst Campaign Portal allows distributed marketing organizations to work more effectively together.

- **Easily access and customize** interactive marketing campaigns
- **Brand consistently** by distributing approved, branded campaigns across the enterprise
- **Provide 24x7 access** to lead qualification and distribution, direct mail, event management, customer service, and partner communication campaigns
- **Track performance of campaigns** in real time and have reports sent directly to key stakeholders

To learn more about CDC MarketFirst Campaign Portal and how it can address your firm's unique needs, call +1 877-748-6825.



Allow users to tailor each campaign to their specific needs through a simple web-based interface

**CDC MarketFirst Campaign Portal is an online interface to MarketFirst that enables the extended enterprise to execute targeted ROI-focused marketing campaigns. It gives marketing professionals the power to synchronize their offline and online marketing programs across target groups and geographies, resulting in lower costs, higher response rates, and increased customer value.**

Organic growth, even on an international scale, is often best accomplished using targeted, localized efforts. As a result, marketing teams are often organized into separate divisions, channels, and product groups. Decentralization means marketers can more effectively target specific groups of customers with timely and relevant offers.

But this structure can come at a price. Marketing organizations can become so fragmented that one geography or division often doesn't know what the others are doing. Efforts may be duplicated, successful programs and best practices may not be shared, and a multitude of messages—sometimes conflicting ones—may be sent out to the marketplace.

## Roll Out Successful Campaigns to the Full Organization

Centralized marketing teams often struggle to adequately meet the needs of distributed geographies and field personnel. Regional sales and marketing teams need to be able to launch programs and campaigns tailored to their specific markets' needs, but branch offices cannot justify the cost of a full, dedicated marketing team.

Waiting for a centralized marketing team to “get around” to their geography, however, is not an option for sales people or regional marketers with targets to meet. In these circumstances, sales teams will often pursue their own initiatives and communicate with customers and prospects of their own accord, and marketing departments will lose corporate communication control and messaging consistency.

## Decentralize Marketing Within Your Organization

CDC MarketFirst Campaign Portal lets marketing departments embrace sales and distributed marketing team requirements, while still ensuring compliance with corporate policies, privacy legislation, and branding. The marketing department is able to take the lead in creating content and branding for the organization (as well as tracking and measuring communication effectiveness), while also allowing all parties within the organization to communicate with customers in a timely, professional, and meaningful way.

The CDC MarketFirst Campaign Portal is an online web interface available 24 hours a day, 7 days a week, through which marketing teams can extend the power of their MarketFirst implementation to the sales force and remote marketing teams. Through this portal, the central marketing team can make approved campaigns available for sales or other marketing users to customize and roll out to their prospects using a simple wizard-style interface.

Distributed marketing teams and salespeople get the power to launch their own campaigns in a timely manner and with adjustments to fit their geography or prospect attributes, while the central marketing team gets the assurance that consistent, properly branded campaigns with the right messaging are being leveraged across the enterprise. And thanks to CDC MarketFirst's Unicode support, these campaigns can be rolled out in any region in virtually any language worldwide.

Features	Description
Campaign Publication	Define best practices centrally and make them available to all teams. Reduce support and administrative costs. Eliminate the need to re-invent marketing programs from scratch.
Wizard-Like Interface	Follow simple steps to quickly create, design, and execute marketing campaigns. Guide disparate marketing teams and sales users through automated processes for lead qualification and distribution, event management, electronic newsletters, and direct marketing.
Campaign Customization	Customize each campaign by selecting the type of documents you want to send to your audience.
Document Editing	Quickly set up new web-based landing pages by defining the content pertinent to the local target market. Modify standard e-mail to include messaging specific to each market.
Recipient Selection	Select the audience you want to market to from contacts in a pre-existing CDC MarketFirst list or segment, or create a new list by importing records from an outside source.
Metrics Tracking	Know instantly which campaigns are working and which ones are not—and change tactics on the fly. Click-through and read rates can be reported directly to the initiator of the campaign or directed back to head office.
Unicode Support	Add localized content to the template, ensuring contact information and e-mail are delivered in the recipient's preferred language.
Personalization	Add conditional text based on the buying characteristics and personal preferences of every segment of the target audience.
Privacy Management	Create standard opt-in/opt-out processes that disparate marketing teams can re-use without taking time out of their schedule. Ensure regulatory compliance of decentralized communications.
Global Marketing	Assist global marketing teams in crafting localized offers, messages, and campaigns that win in each region.
Marketing Database	Integrate campaign management with your customer database and marketing knowledge base.
Campaign Calendar	Plan and manage multiple programs by month, quarter, or year, and across departments, geography, type, product line, or any number of user-defined categories.
Campaign Properties	Specify the campaign name, language, objective, and sender information.
Promotional E-mail	Send e-mail to educate your audience, offer a promotion, or achieve any other marketing objective.
Online Surveys	Create a web page to gather data from your contacts, which they can access by clicking on a link in the promotional e-mail. After they complete the survey, send them an automatic thank-you via e-mail. View responses across all recipients.
Lead Routing	Rank contacts based on their responses and send high-quality leads to your sales force. Give contacts the option to request a follow-up.
Collateral Fulfillment	Automate electronic delivery of collateral requested by contacts.
Event Management	Send event invitations and allow contacts to register online, plus automatically send reminders to attendees.
Electronic Newsletters	Allow disparate marketing teams to use a standard corporate newsletter and include content specific to their market. Register contacts as recipients.

## Learn More About CDC MarketFirst Campaign Portal

To learn more about how CDC MarketFirst Campaign Portal can help your organization take advantage of the full potential and costs savings of electronic channels, maximize conversions, and expand market reach, call us today at +1 877-748-6825 or visit us at <http://www.marketfirst.com>.