

The Responsys Interact® Suite

# Interact Campaign™

## Speed the creation and execution of marketing campaigns.

Responsys Interact® Campaign™ provides marketers with an integrated solution to create, target, and execute all of their marketing campaigns. From dynamically personalizing and assembling to testing, launching and monitoring, Interact Campaign helps marketers deliver relevant, highly individualized campaigns in the easiest, most efficient manner. Interact Campaign is part of the Responsys Interact Suite for lifecycle marketing across email and other key interactive channels.

### **Customers are changing. Marketing campaigns need to change with them.**

Marketing organizations are constantly challenged by changing customer expectations. Customers want different messages, at different times, across different channels and touch-points. And with each interaction, regardless of the channel – email, mobile, social, or web – they demand relevance and timeliness. Delivering the right campaign, with the right message, is what drives customer engagement, loyalty, and revenue.

### **Deliver relevance with every campaign.**

Interact Campaign is the industry-leading solution for creating relevant, individualized campaigns and provides the recognized standard for efficient campaign production. Interact Campaign addresses all requirements of the campaign creation and deployment process by delivering marketers the following benefits:

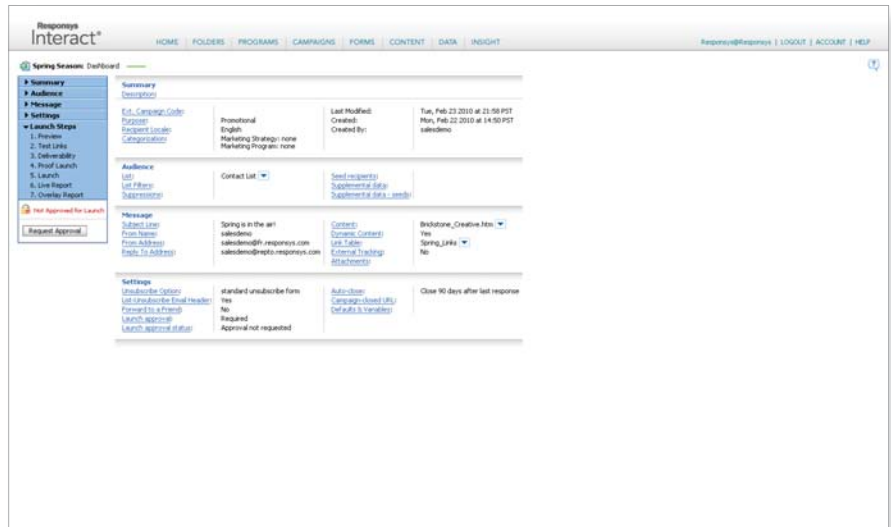
- Increased productivity through intuitive, integrated tools that include built-in guidance
- Rapid, precise targeting through a drag-and-drop segment designer
- Robust, flexible message personalization through award winning dynamic content capabilities

- Simplified control and incorporation of external content through embedded 3rd-party content automations
- Error-free campaign launches through comprehensive testing, proofing and live monitoring tools
- Deeper understanding of message content success through inline visual overlay reports

# Interact Campaign: Key Features

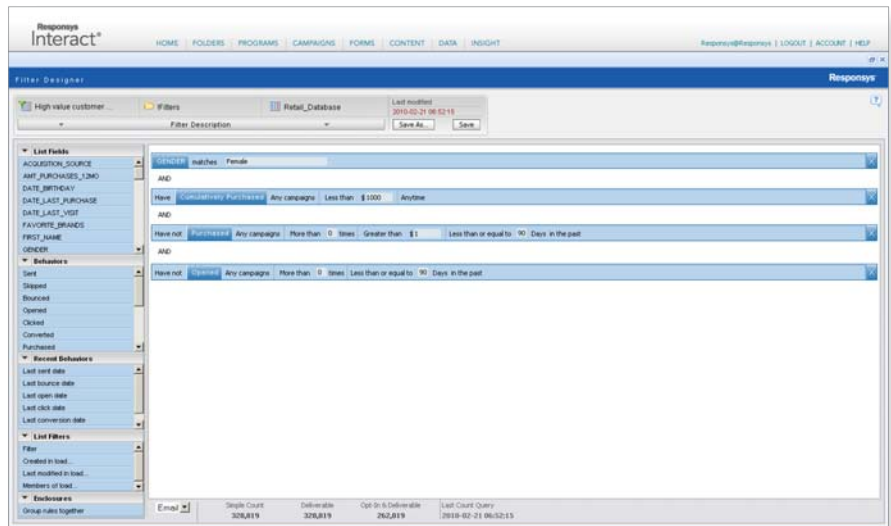
## Comprehensive Campaign Dashboard

Define and manage campaign production and review campaign performance.



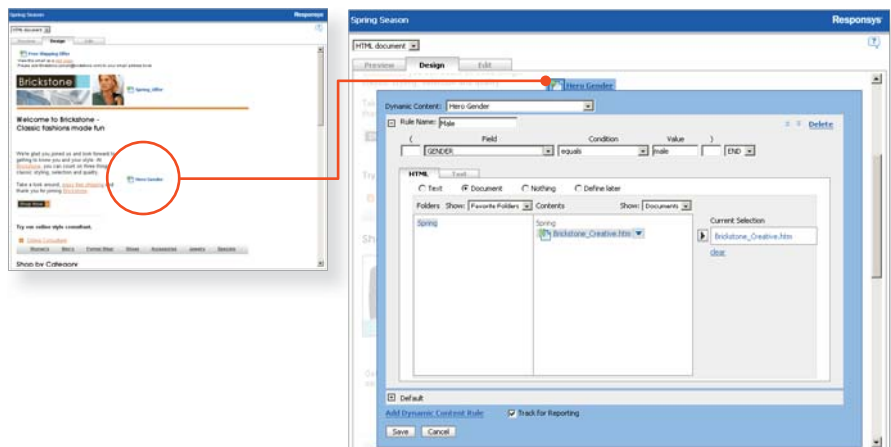
## Drag-and-Drop Segment Designer

Target any segment based on behavioral, transactional, or customer profile attributes.



## Dynamic Content Assembly

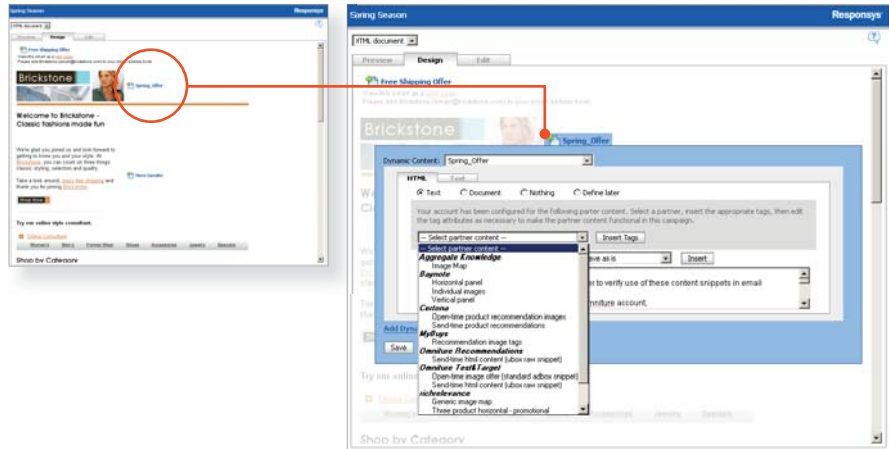
Define relevant, highly personalized messages in a WYSIWYG environment.



# Interact Campaign: Key Features

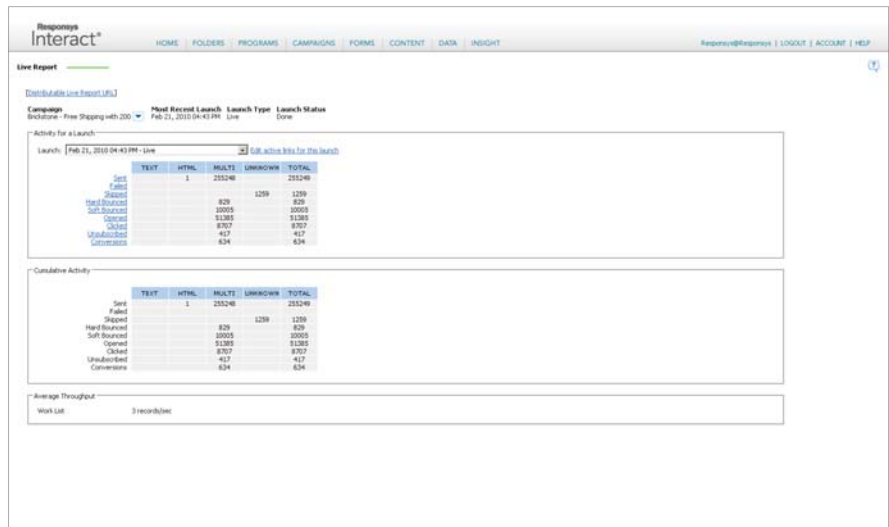
## External Content Add-ins

Automate the insertion of content served by world-class Responsys partners, such as product recommendations and multivariate testing solutions.



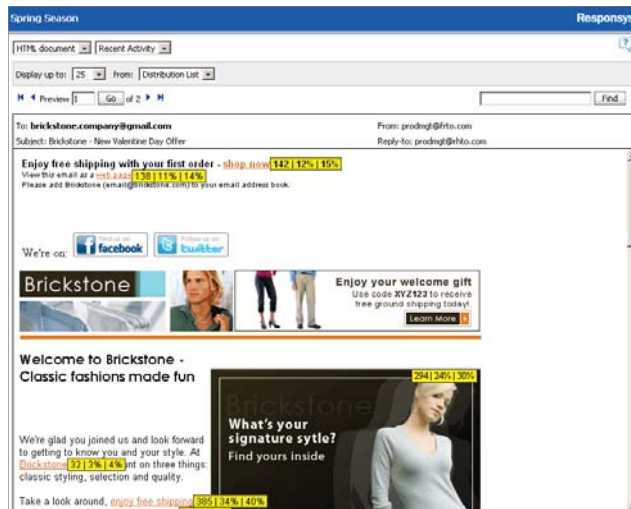
## Real-Time Monitoring

Analyze campaign launches, from execution to conversion, through live performance reports.



## Visual Overlay Reports

Determine which message content elements are performing the best and driving the most desired behavior.



## The Responsys Interact Suite

Responsys Interact Campaign is part of the Responsys Interact Suite, the on-demand solution for lifecycle marketing across email and other key interactive channels. The Responsys Interact Suite of integrated software applications offers marketing teams a single, collaborative solution to plan, execute, optimize and manage high-impact marketing campaigns and multi-stage programs. Built on the industry's most open and flexible platform, Responsys Interact empowers marketers to use their data, their way, to keep customers engaged and buying throughout the lifecycle.

### The Responsys Interact Suite

#### Interact Campaign

Campaign Creation and Execution

#### Interact Program

Program Design and Automation

#### Interact Team

Workflow and Approvals

#### Interact Insight

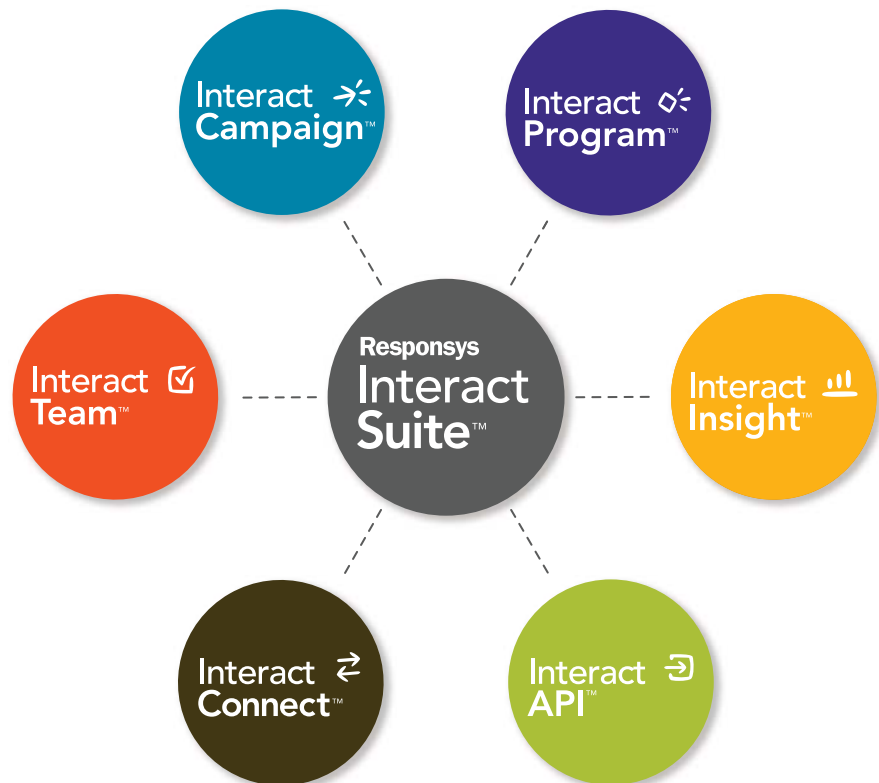
Reporting and Analytics

#### Interact Connect

Data Transfer and Automation

#### Interact API

Application Control and Development



### About Responsys

Responsys enables companies to increase revenue and customer loyalty through successful email and cross-channel marketing.

Responsys helps marketing organizations maximize their results by enabling every customer interaction to be highly automated and individualized, and every process to be highly collaborative, efficient, and error-free. With its on-demand, software-as-a-service (SaaS) delivery model and proven, Cross-Channel Lifecycle Marketing approach, Responsys offers the highest ROI, the lowest total cost of ownership, and the fastest time-to-value of any marketing solution available today.

Founded in 1998, Responsys is headquartered in San Bruno, California and is trusted by world-class brands such as Avis Europe, Chico's, Continental Airlines, Deutsche Lufthansa, Lands' End, LEGO, Men's Wearhouse, PayPal, Salesforce.com, Sears Holdings Corporation, StubHub, and UnitedHealthcare.