

The Responsys Interact® Suite

# Interact Connect™

## Automate the transfer and integration of marketing data.

Responsys Interact® Connect™ provides marketers with a flexible, easy-to-use solution for incorporating all relevant data into their marketing initiatives. Through an intuitive, self-service integration interface, Interact Connect helps marketers automate bi-directional data exchanges and data transfers between Responsys Interact and their web analytics, CRM, SFA, internal database or other marketing information systems. Interact Connect is part of the Responsys Interact Suite for lifecycle marketing across email and other key interactive channels.

### **Eliminate data inefficiencies to drive relevance.**

Marketers often cite data overload and integration as the greatest challenges to improving marketing effectiveness. If they're not buried by data, they're wasting too much time and too many resources trying to find and manage it. In high-pressure business environments, where timing is a critical success factor, marketers cannot afford inefficiencies in obtaining and leveraging customer data. Nor can they afford to have incomplete or inaccurate customer profiles. To deliver the relevance customers demand, marketing must be driven by the right information – and marketers must act on it at the right time.

### **Automate data. Improve marketing effectiveness.**

Interact Connect provides marketers with a robust, flexible solution for accessing, automating, and using data. Built on the Responsys Interact platform and leveraging the industry's only truly open relational data model, Interact Connect allows marketers to improve marketing efficiency and effectiveness by incorporating all relevant data, regardless of its source or format. Unique in its self-service approach, Interact Connect delivers marketers the following benefits:

- Greater efficiency through self-service integration controls
- Accelerated time-to-value through pre-packaged integrations with key marketing solutions, including web analytics and CRM systems

- Fully-automated, data-driven campaign execution through post-transfer campaign triggers
- Improved customer experiences across all touch-points through better data synchronization
- More effective campaigns through configurable data import controls

# Interact Connect: Key Features

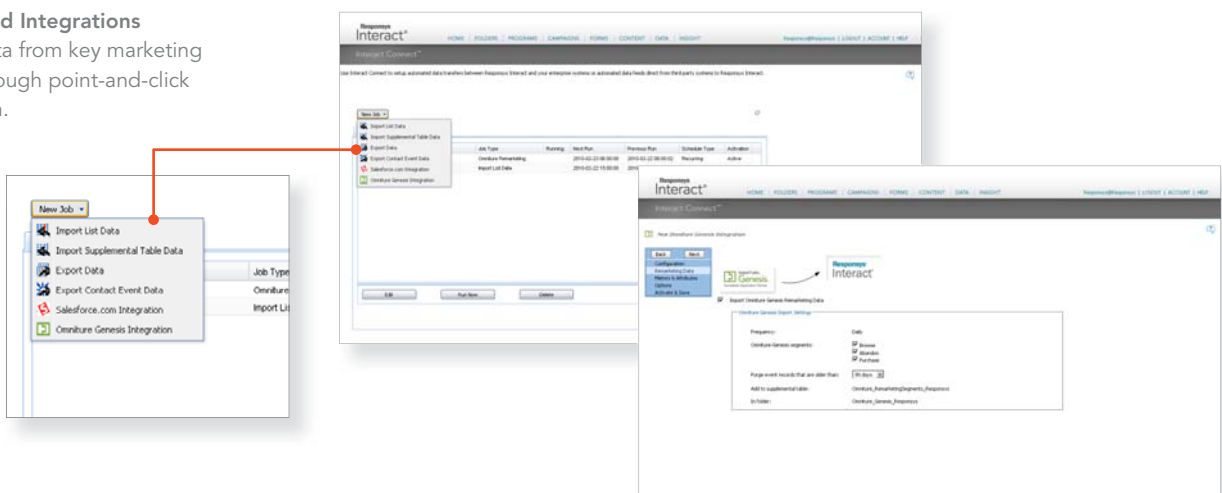
## Self-Service Control

Define and manage data integrations without reliance on IT resources.



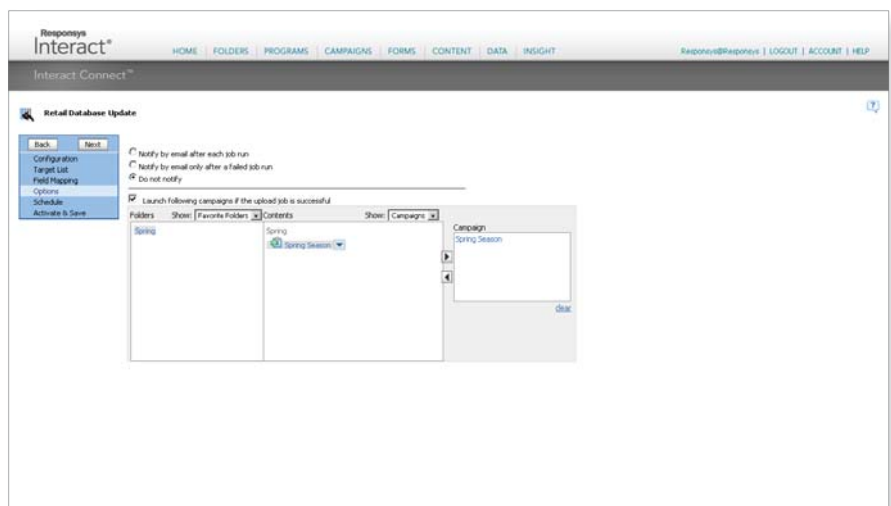
## Pre-Packaged Integrations

Leverage data from key marketing solutions through point-and-click configuration.



## Automated Campaign Triggers

Launch campaigns automatically after data transfers are complete.





## The Responsys Interact Suite

Responsys Interact Connect 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

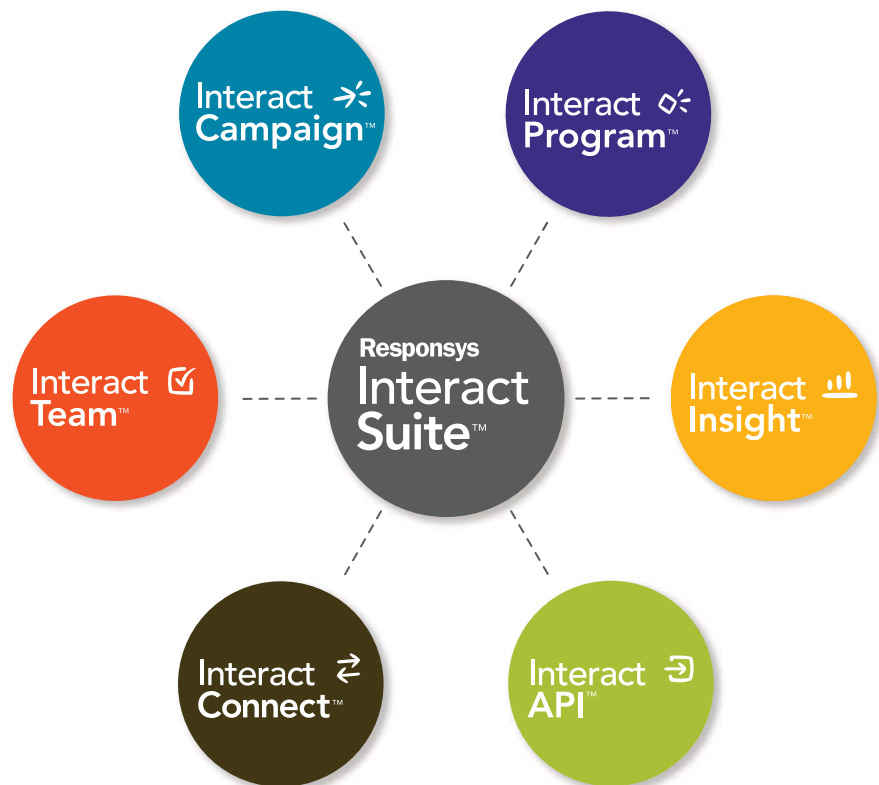
Reporting and Analytics

#### 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.