

The Responsys Interact® Suite

Interact Insight™

Simplify Marketing Reporting and Analytics

Responsys Interact® Insight™ provides marketers with an integrated reporting and analytics solution for the continuous measurement and optimization of marketing campaigns. Through a comprehensive library of standard reports and flexible ad-hoc analysis capabilities, Interact Insight helps marketers better understand their performance, make informed changes, and discover new opportunities to increase revenue and achieve deeper customer engagement. Interact Insight is part of the Responsys Interact Suite for lifecycle marketing across email and other key interactive channels.

Use Your Data to Drive Effectiveness.

Organizations have gotten better about measuring marketing performance and tracking customer behavior, but challenges remain in knowing how to consolidate and act on that data for optimization and future planning. Actionable insight, which provides competitive advantage and drives marketing success, can only be achieved through solutions that enable ad-hoc analysis. Marketers need the flexibility and detail that these solutions provide so that they can visualize information, analyze it easily, and improve the overall effectiveness of their marketing. With the facts, marketers can justify existing spend and make strategic recommendations.

Justify marketing investments.

Marketers are often challenged with the need to do more with less. Interact Insight allows marketers track campaign performance across various stages in a conversion lifecycle – from contact to conversion and from conversion to revenue. Interact Insight provides a library with over 50 marketing metrics and over 20 standard reports—all designed based on years of industry expertise in email and digital marketing.

Deliver Better Marketing through Continuous Optimization.

Interact Insight provides a comprehensive set of reporting and analytics capabilities, so marketers can deliver more successful campaigns and programs. Beyond just static reports, Interact Insight delivers powerful ad-hoc data analysis capabilities, including filter, sort, pivot, and drill, to enable continuous marketing optimization.

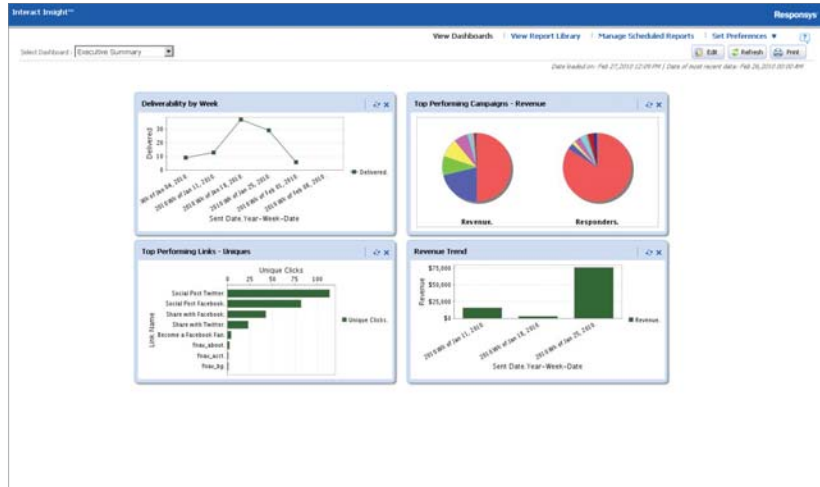
By answering questions related to campaign performance – such as which campaigns contribute the most to revenue, or which offers are performing the best for a given segment – Interact Insight helps marketers understand and optimize campaign results. Marketers realize the following benefits from Interact Insight:

- Greater efficiency through configurable reporting dashboards
- Improved adoption through an intuitive, drag-and-drop interface
- More timely analysis through real-time report generation
- Advanced discovery through filters, pivots, drill-downs, and metrics
- More actionable insights through performance and trending reports
- Improved data sharing through scheduled report delivery and flexible export options

Interact Insight: Key Features

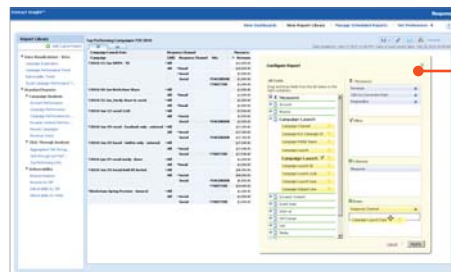
Configurable Dashboards

Quickly access information configured for specific processes and key stakeholders.



Drag-and-Drop Interface

Create and modify report definitions without assistance from technical resources.

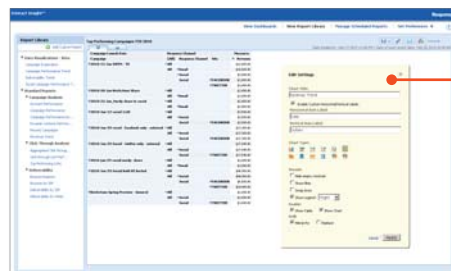


The 'Configure Report' dialog box includes the following sections:

- All Fields:** A list of available fields including Account, Bounce, Campaign-Launch, Dynamic Content, Event Date, Interval, ISP-Domain, Link, and Media.
- Measures:** A list of selected measures: Revenue, Click-to-Conversion Rate, and Responders.
- Filter:** A section for defining filters.
- Columns:** A section for defining columns, currently showing 'Measures'.
- Rows:** A section for defining rows, currently showing 'Response Channel' and 'Campaign-Launch Date'.

Real-Time Report Generation

Define or update report configurations, then immediately analyze their results.

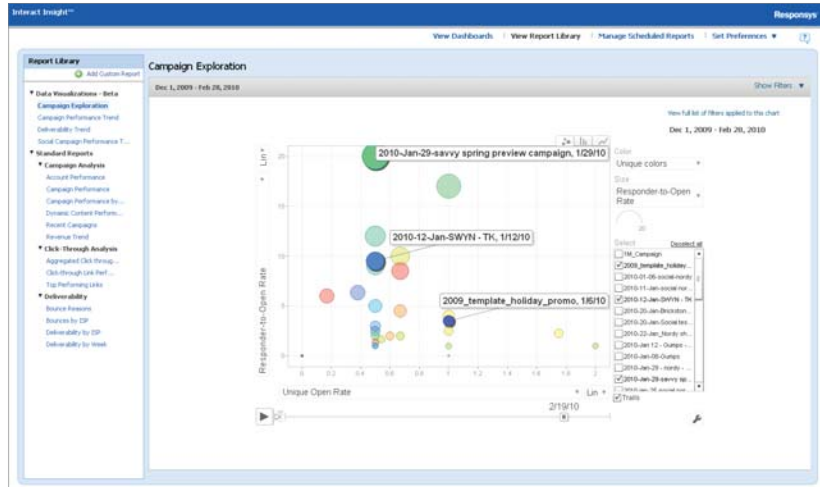


The 'Edit Settings' dialog box includes the following sections:

- Chart Title:** A text input field containing 'Revenue Trend'.
- Enable Custom Horizontal/Vertical Labels:** A checked checkbox.
- Horizontal Axis Label:** A text input field containing 'Date'.
- Vertical Axis Label:** A text input field containing 'Dollars'.
- Chart Type:** A selection of chart icons.
- Visuals:** A list of options including 'Hide empty rows/cols', 'Show filter', 'Swap Axes', 'Show Legend' (set to 'Right'), 'Enable: Show Table' and 'Show Chart' (both checked), and 'Drill: Hierarchy' and 'Replace'.

Interact Insight: Key Features

Filters, Pivots, Drill-Downs, and Metrics
Perform advanced analysis by leveraging robust data exploration capabilities and use of over 50 marketing metrics.

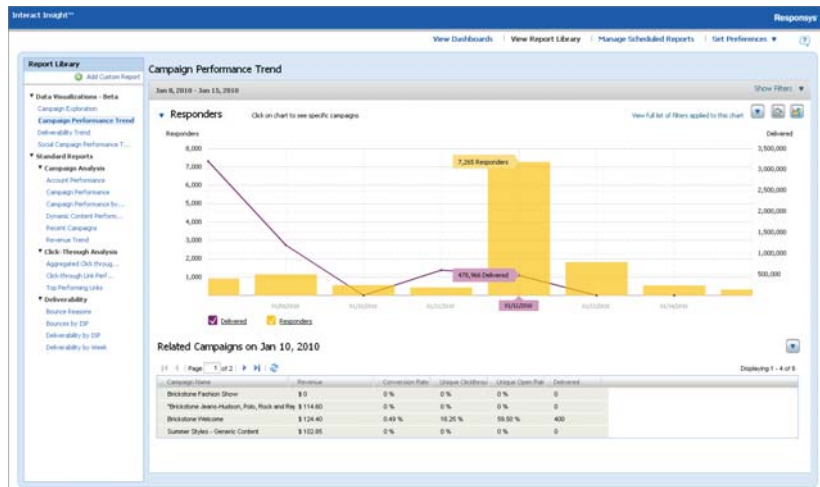
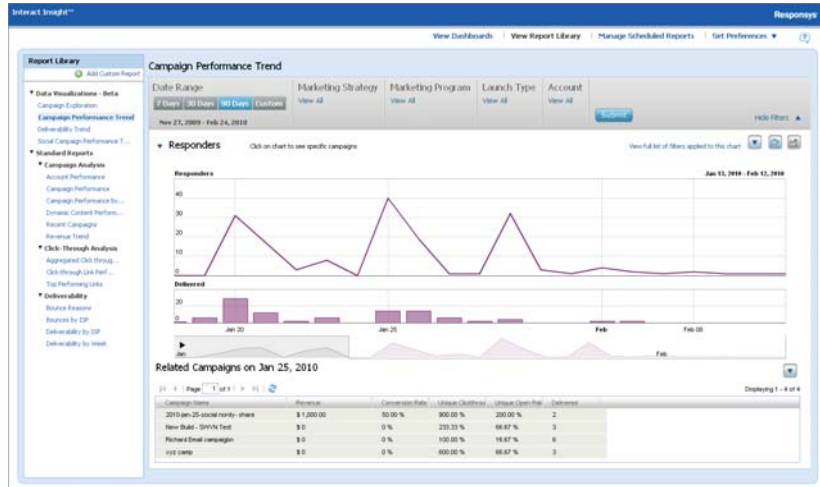


This section shows the configuration options for reports in Interact Insight. On the left, a data table displays campaign performance metrics. Two configuration windows are overlaid on the right. The 'Configure Report' window allows users to select fields from a list: 'Measures' (Revenue, Account, Bounce), 'Campaign-Launch' (Campaign-Launch, Campaign-Launch Date, Campaign-Launch code, Campaign-Launch type, External-Campaign Id, Folder-Name, Launch-Id, Subject-Line), 'Dynamic Content', 'Event Date', 'Interval', 'ISP-Domain', 'Link', 'Media', and 'Segments'. The 'Configure Field' window shows a list of 'Campaign-Launch' categories: 'All', 'Advertising', 'Not Specified', 'Promotion', 'Spring', and 'Winter'. The 'Columns' section is set to 'Measures' and the 'Rows' section is set to 'Sent Date, Year-Quarter-M'. A red arrow points from the 'Campaign-Launch' section of the 'Configure Report' window to the main data table.

Interact Insight: Key Features

Comprehensive Report Library

Gain insights by analyzing performance, trending, deliverability, link, and operational reports. Determine attribution, engagement, and revenue across email and social channels. Includes over 20 standard reports.

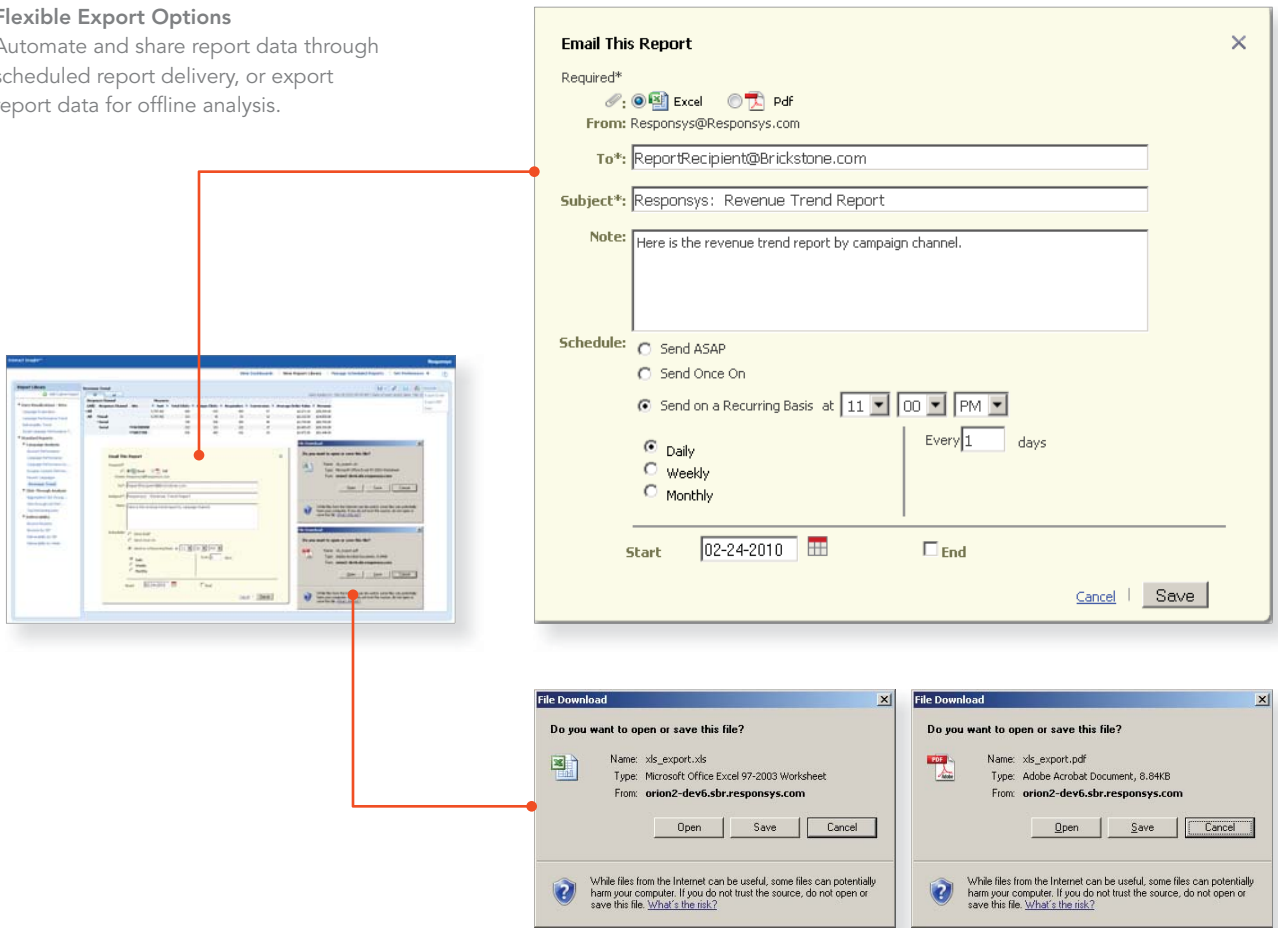


- Report Library**
Add Custom Report
- ▼ **Data Visualizations - Beta**
 - Campaign Exploration
 - Campaign Performance Trend
 - Deliverability Trend
 - Social Campaign Performance T...
 - ▼ **Standard Reports**
 - ▼ **Campaign Analysis**
 - Account Performance
 - Campaign Performance
 - Campaign Performance by...
 - Dynamic Content Perform...
 - Recent Campaigns
 - Revenue Trend
 - ▼ **Click-Through Analysis**
 - Aggregated Click-throug...
 - Click-through Link Perf...
 - Top Performing Links
 - ▼ **Deliverability**
 - Bounce Reasons
 - Bounces by ISP
 - Deliverability by ISP
 - Deliverability by Week

Interact Insight: Key Features

Flexible Export Options

Automate and share report data through scheduled report delivery, or export report data for offline analysis.



The Responsys Interact Suite

Responsys Interact Insight 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

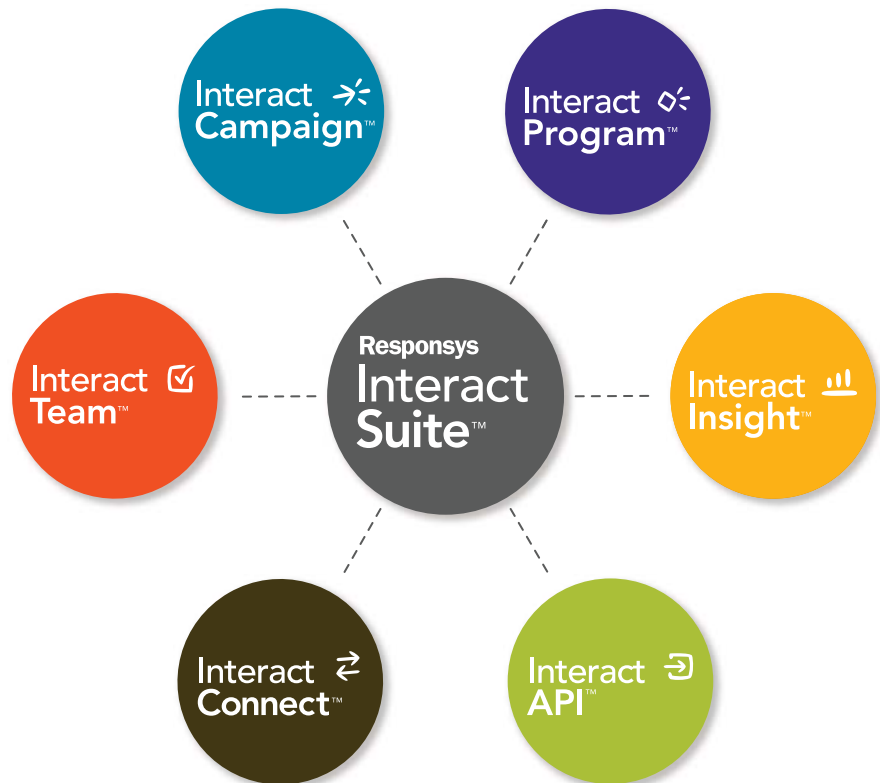
Reporting and Analytics

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.