

The Responsys Interact® Suite

Interact Program™

Enable the visual design and automation of customer-driven dialogues.

Responsys Interact® Program™ provides marketers with an integrated solution for visually designing, managing, and automating multi-stage lifecycle marketing programs. Through an intuitive drag-and-drop interface and a library of pre-built program templates, Interact Program helps marketers engage in more strategic event- and dialogue-based communications with their customers. Interact Program is part of the Responsys Interact Suite for lifecycle marketing across email and other key interactive channels.

Times have changed — marketing needs to evolve.

Gone are the days when marketing organizations could manage their brands exclusively through one-size-fits-all, broadcast-based messages. Today's customers are savvier, expect high levels of personalization, and have more control over where, when, and how they interact with brands.

Marketers are challenged by this changing landscape and recognize that more intelligent marketing – that leverages historical, transactional, and behavioral customer information to deliver the right messages, to the right individuals, at the right times in their customer lifecycles – is required to drive engagement, loyalty, and revenue. And they know that to be successful, their solution must be automated, scalable, and able to execute ongoing customer

conversations across all key interactive channels – including email, mobile, social, and the web.

Deliver the best messages — at the best moments.

Interact Program provides a powerful marketing solution for visually planning, defining, coordinating, and automating multi-stage customer dialogues. Beyond just relevant marketing, Interact Program drives differentiated customer experiences and allows marketers to focus on innovation, optimization, and more strategic marketing initiatives. Interact Program provides marketers the following benefits:

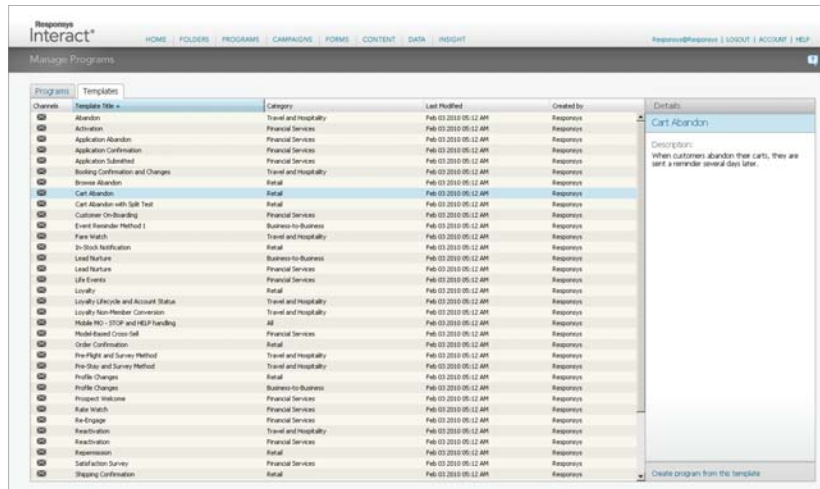
- Accelerated time-to-success through vertical best practices templates
- Rapid, efficient design of event- and dialogue-based programs through an intuitive drag-and-drop interface

- Simplified configuration and rule definition through reusable business logic components
- Error-free program execution through integrated validation and deployment tools
- Improved visibility and analysis through real-time event and program monitoring reports
- Multi- and cross-channel orchestration through a highly-scalable execution engine
- Centralized, consolidated control through program management interface

Interact Program: Key Features

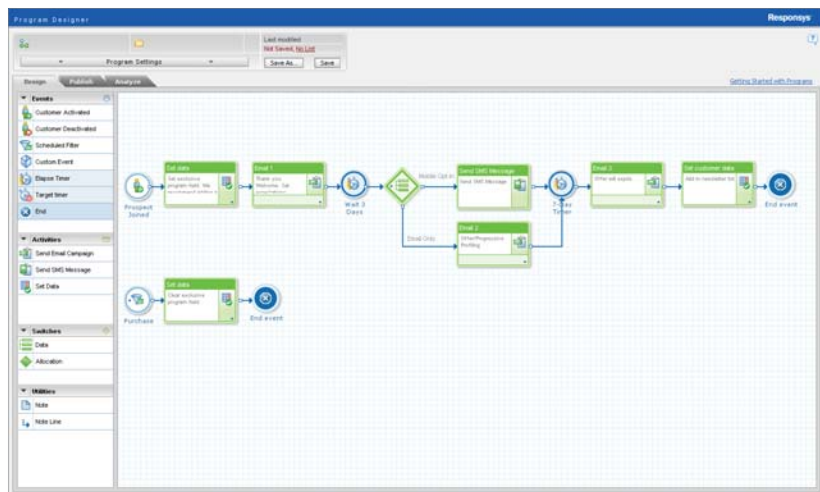
Industry Best-Practice Templates

Accelerate program creation by adapting pre-configured templates for specific industries, including retail, travel and hospitality, and financial services.



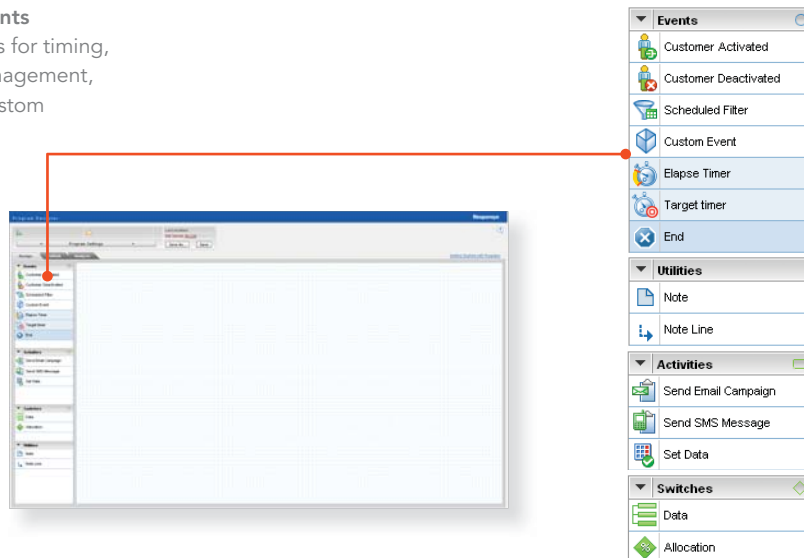
Visual Program Design

Drag-and-drop interface allows marketers to visualize marketing programs and then automate them for rapid, repeatable deployment.



Business Logic Components

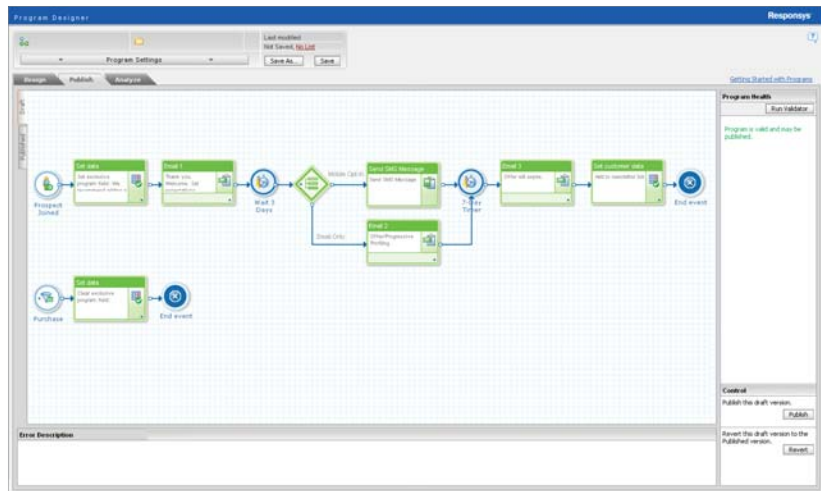
Configure and define rules for timing, testing, filtering, data management, and pre-determined or custom business events.



Interact Program: Key Features

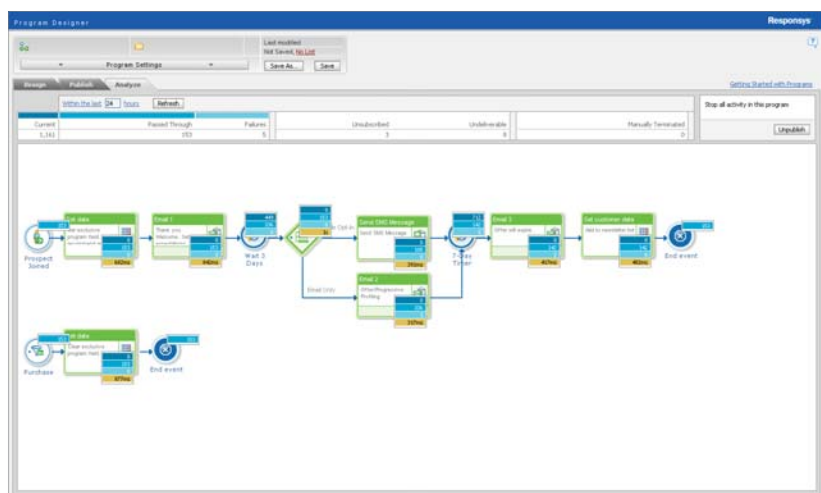
Error-Free Execution

Use the same interface to validate and deploy programs.



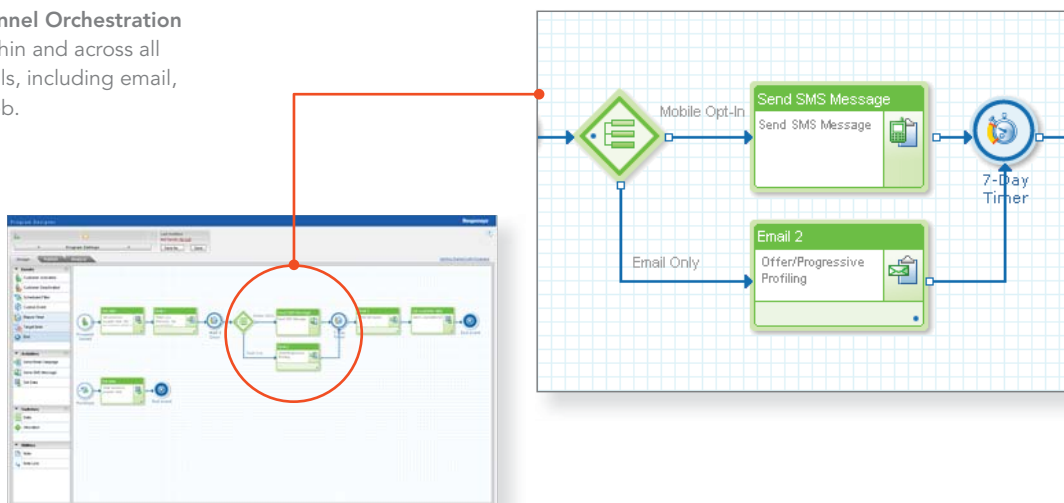
Real-Time Monitoring

Analyze programs through real-time reports.



Multi- and Cross-Channel Orchestration

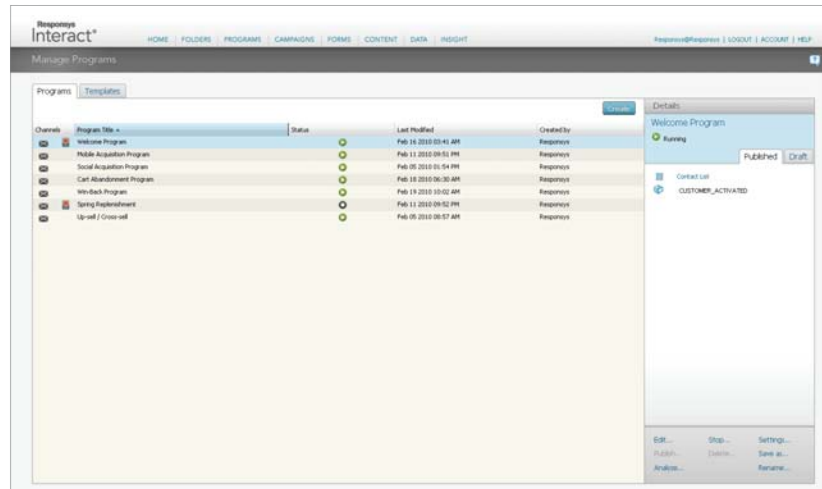
Execute messages within and across all key interactive channels, including email, mobile, social, and web.



Interact Program: Key Features

Centralized View of Programs and Assets

Directly access and monitor all of your programs from a single location. Get one-click access to the campaigns, lists, and filters associated with each program.



The Responsys Interact Suite

Responsys Interact Program 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

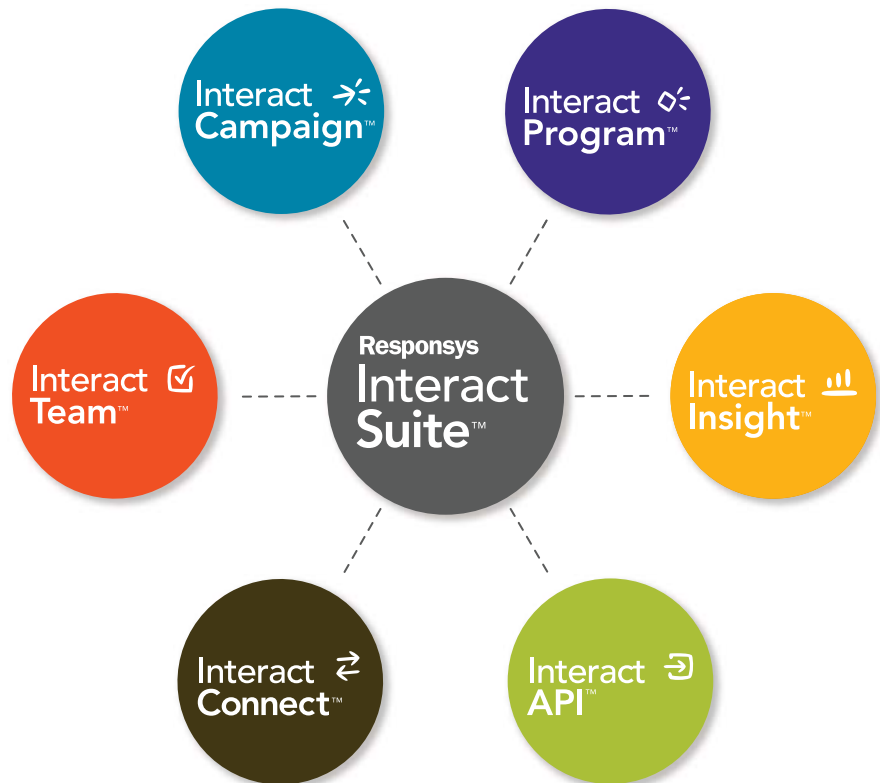
Reporting and Analytics

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.