



**E-CENTIVES™**  
Integrated E-Marketing Solutions

## CONTENT SOURCING & E-PUBLICATION SERVICES



### Deliver Premium Content That Resonates With Consumers



What motivates your consumers to open, read and act on your digital communications delivery after delivery?

Smart marketers realize that they must consistently provide meaningful and relevant editorial content in their online communications in order to maintain positive, active and profitable relationships with consumers. Yet finding or developing appropriate content on a continual basis can involve a considerable amount of time, effort, and all too often, frustration.

E-centives Content Sourcing and E-Publication Services offer a streamlined solution for accessing relevant third party, re-publishable content from a variety of leading publications and sources. We've eliminated the hassles frequently associated with content sourcing and delivery. This way you can provide your consumers engaging, high-quality content that relates to their lifestyles and interests and supports your marketing goals, time and time again.

#### EDITORIAL RESOURCES FROM THOUSANDS OF MAGAZINES:

##### Premium Content—At Your Fingertips

Have you come across articles in print or online magazines that you think would be perfect for your e-newsletters? Wishing you could easily find, select and deliver editorial content from leading magazines and other premium content sources?

E-centives' full-service approach simplifies the entire process for you. We facilitate the sourcing, approval and e-publication of content for use in custom e-mails, newsletters, e-zines, web sites, and other interactive communications. Plus, through our relationships with numerous publishers, we handle all related copyright, licensing and fee arrangements.

By combining top-notch service and powerful technology, you gain access to high-quality, credible editorial content that will help you create more engaging communications and strengthen your consumer relationships—in just a few easy steps.

##### Measure the Success of Your Content

The ultimate key to engaging your consumers is learning what type of content is important to them and delivering it. E-centives' advanced tracking and reporting capabilities, combined with our data management and analytics, enable you to gain important knowledge about your consumers' preferences, what types of content influences their attitudes, and which content motivates their behaviors. We'll help you measure, rank and rate the performance of different content areas and themes, within and across campaigns and consumer segments, so you can recognize trends and optimize future messaging.



STRATEGIC  
CONSULTING



PROGRAM EXECUTION  
SERVICES



CONTENT SOURCING  
& E-PUBLICATION



CREATIVE SERVICES



ANALYTICS

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### EDITORIAL RESOURCES FROM THOUSANDS OF MAGAZINES(cont.):

Here's how it works:

#### Step 1—Content Sourcing

E-centives' experienced account management team begins the content sourcing process with a thorough understanding of your business, in order to locate and select editorial content that supports your marketing objectives and strongly connects with your consumers. We then leverage our established relationships with key publishers and hundreds of magazines to find the right mix of articles and editorial content to suit your needs.

#### Step 2—Content Screening and Selection

Once a range of content is sourced, E-centives walks you through the content screening and selection process. Our team provides several pre-screened content options for your review, each guaranteed to align with your marketing objectives. You can then rank primary and alternate article preferences, as well as make selections.

#### Step 3—Content Approval and Licensing

E-centives provides a central point of communication for account management where decision makers can view, change, approve and renew content selections. Your team can preview potential e-mails or entire campaigns, accepting and rejecting individual content pieces until final approval. In addition, we handle all related copyright and licensing arrangements, and negotiate fees.

### ULTIMATE FLEXIBILITY TO MEET YOUR NEEDS:

E-centives can meet your content needs with a wide range of services and customized service levels. Whether we're playing a supporting role or executing every facet of your program, with E-centives as your partner, you can expect superior client services and worry-free, flawless executions.



### E-CENTIVES CONTENT SOURCING & E-PUBLICATION SERVICES:

#### A Key Part of an Integrated Solution

Content Sourcing & E-Publication is one component of E-centives' integrated approach to consumer relationship marketing. Our content sourcing & e-publication services, combined with our proprietary marketing technologies, premiere client services, and data-driven insights, form e-CRM solutions that will help you build and maintain stronger direct relationships with your consumers.

Used individually or as part of a comprehensive solution, E-centives Content Sourcing & E-Publication Services will help you capitalize on new opportunities, improve marketing accountability, and maximize ROI.

#### Learn About Other Technologies and Services from E-centives

## Tap Into a World of Editorial Content Today Contact E-centives

### About E-centives

E-centives is a leader in interactive consumer relationship marketing. Global marketers such as Colgate, Georgia-Pacific, Reckitt Benckiser, Gerber, GlaxoSmithKline, Wyeth, America Online, and many others, have relied on E-centives to acquire, retain, or build stronger, more profitable relationships with their consumers. E-centives, Inc. is headquartered outside Washington, D.C. and has offices in the San Francisco Bay area. E-centives, Inc. is traded on the Swiss Exchange (SWX) under the symbol "ECEN".



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