



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

# INTEGRATED MARKETING TECHNOLOGY SUITE



## Streamline Marketing. Decrease Cost. Increase ROI.



Marketing in an interactive world offers unprecedented consumer relationship-building opportunities through a variety of new touch points. Yet interactive marketing also introduces a host of new challenges, including new rules and regulations, high volumes of consumer data from disparate sources, and increasingly complex program executions.

Marketers often rely upon multiple vendors and tools to implement their interactive programs. This can be time-consuming and costly, and limits assurance of data cohesion and integrity among the various partners and initiatives.

If you hope to overcome new marketing challenges, minimize costs, and capitalize on exciting new opportunities, an experienced e-marketing partner with an integrated technological backbone is critical to success. Moreover, this backbone must be scalable in order to grow with your business needs.

### A PROVEN, COMPREHENSIVE E-MARKETING PLATFORM:

E-centives' innovative "marketing ready" technology platform supports a unique combination of interactive marketing applications that leverage a common infrastructure and integrate seamlessly, enabling cost-effective and efficient marketing executions.

All of E-centives' on-demand marketing applications are managed through a centralized, Web-based campaign management environment. These applications sit atop our integrated consumer data infrastructure, which can effectively host high interaction volumes and collect vast quantities of data. Data collected through single and multi-channel marketing programs feed into our unified business intelligence reporting system. This allows program performance to be queried and assessed across multiple dimensions in order to compare results, identify trends, and reveal holistic consumer insights.

### COST-EFFECTIVE, HASSLE-FREE EXECUTION:

Delivered as a hosted ASP service model, E-centives' Suite requires no upfront IT investment, no extra bandwidth, and no added technical personnel. From a total solution perspective, it provides immediate access to sophisticated technology, while offering an integrated infrastructure designed for scalable, reliable interactive relationship marketing.

E-centives' Suite eliminates the costs and hassles of coordinating of multiple vendors to form piecemeal solutions. It also simplifies data management within a unified system, rather than requiring you to aggregate data from disparate sources and potentially compromise accuracy. With E-centives' Suite you'll gain worry-free and easily-executed solutions that reduce costs, improve marketing efficiency, and quickly respond to new opportunities.



**E-MAIL MARKETING**



**INTERNET COUPONS**



**DATA MANAGEMENT**



**INTERACTIVE PROMOTIONS**



**REPORTING**



**SURVEYS**

# INTEGRATED MARKETING TECHNOLOGY SUITE



## ONE SUITE, MANY CAPABILITIES ...

E-centives Integrated Marketing Technology Suite includes the following building blocks:

**Campaign Management**—A complete interaction and campaign management system that enables the creation, testing, optimization, and deployment of various, multi-channel personalized communications, promotions and interactions.

**Marketing Applications**—E-centives' Suite is the only system that provides a comprehensive range of e-marketing applications under a unified umbrella, enabling the quick and seamless development and execution of your many consumer interaction tactics.

**Data Infrastructure**—E-centives' data infrastructure provides a hosted marketing-ready database solution for data warehousing and data management, enabling you to integrate and manage consumer data from multiple sources, efficiently, accurately and cost-effectively.

**Reporting & Analysis**—E-centives' "Business Intelligence" Reporting & Analysis offers sophisticated yet easy-to-use web-based tools, so you can access vital statistics in real time, analyze your data through a variety of revealing metrics within and across marketing campaigns, and gain a 360° view of your consumers.

## ... AND MANY BENEFITS

E-centives Integrated Marketing Technology Suite offers several unique benefits, including:

**Reduced Costs**—E-centives' Suite reduces costs and eliminates inefficiencies that result from the coordination of multiple vendors and tools.

**Pricing Flexibility**—With pay-as-you-go and subscription-based pricing models, gain ultimate flexibility when managing your marketing budget.

**Speedy Execution**—E-centives' solutions can be rapidly implemented in days or weeks—not months or years—enabling quick program launches, ongoing ease of management, and seamless execution.

**Scale & Reliability**—Powerful infrastructure supports high-traffic responses and large-scale implementations with accuracy, meeting all of your growth needs and reliability expectations.

**Easy Integration**—E-centives' solutions are easily integrated with your various existing internal and external systems, working along side and in support of such environments.



## E-CENTIVES INTEGRATED MARKETING TECHNOLOGY SUITE:

### A Key Part of a Comprehensive Solution

E-centives Integrated Marketing Technology Suite is one component of E-centives' holistic approach to consumer relationship marketing. Our Suite, combined with data-driven insights and premiere client services, form e-CRM solutions that will help you build and maintain stronger direct relationships with your consumers.

Used individually or in conjunction with our professional services, E-centives Integrated Marketing Technology Suite will help you capitalize on new opportunities, improve marketing accountability, and maximize ROI.

### Learn About E-centives Technologies & Professional Services

## Get It Together—Integrate Your Marketing 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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