

# InterECM

## Electronic Campaign Management System

Plan, Manage and Execute your electronic marketing campaigns (email, sms, fax) with the ECM. Fully integrated with your legacy CRM / database, ECM will help you to up-sell and cross-sell new and existing customers in a cost-efficient manner whilst increasing brand awareness and bottom line profitability. In order to take complete advantage of every electronic marketing opportunity, you need to deliver individualized, targeted electronic marketing messages to highly-qualified customers and prospects. Combining outbound email functionality with your best customer and prospect data enables you to deliver individualized messages to highly-targeted lists. You create and test compelling electronic communications without relying on other departments for execution. ECM enables you to create personalized content and easily generate targeted lists so your CRM functions are more specific and target-centric.



## QUOTES

Numerous occasions, deadlines are met and they play a role in consultancy instead of pure developer. We are in the midst of working together for another round.

- Nor Bahgia B Mohd Nordin, Manager, e-Business Unit, Petronas Dagangan Berhad

## Key Features

- Unified Broadcasting
- Fully Personalizable Content
- User-friendly configuration
- Reliable High Speed Engine
- Scheduling Functions
- Comprehensive Tracking & Reporting
- Support Multiple Languages

## Applications

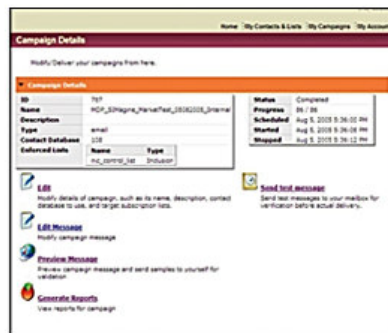
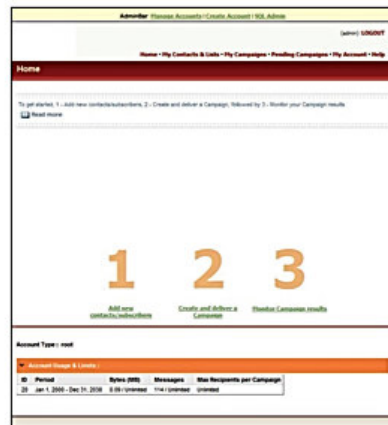
- Newsletters, Brochures
- E-Surveys, Customer Database Cleansing and Update
- Email Promotions (online marketing campaigns, product launches)
- E-statement (loyalty points, credit card, bank, utility statements)
- Email alerts and notifications
- Reservation/Conformation Forms

## Industry Segments

- Loyalty Program Operators
- Database Marketing Companies
- Advertising Agencies
- Telecommunications
- Internet Portals
- Financial Banking
- FMCG
- Retailer

## Benefits

- Customer centrix. Improve customer loyalty and by establishing new channels of communication.
- Increased Sales. More personalized campaign that target specific customers and monitor responses.
- Enhanced Tracking Ability. Understand your subscribers better by keeping track of their sent rates, open rates, and etc.
- Control Over Campaigns. Allows you to monitor and act to campaign responses and statistics.
- Overall reduction in Cost and Time. Leverage a system that allows you to focus more of your personnel on core business.
- Pay for itself. Our commercial license allows you to offer the services to your client list and application to third parties, thereby generating a secondary revenue stream.
- Highly scalable. Meet the extra capacity needed for your company and database as it grows.
- Greater Overview. Enhance email relationships via greater reporting ability and analytical overview of past campaigns.
- Bounded Email Handling – Identify "hard bounce" and "soft bounce" emails, and respond to "soft bounce" emails by redelivering.
- Multi Lingual Support - Get the flexibility of using one system with optional languages such as Chinese, Thai, Arabic, Japanese, Korean and many other international languages.



## Anti-SPAM at InterECM

InterECM believes, practices, and requires its clients to practice only permission-based e-mail marketing. Our clients certify that they will use our software only to send e-mails to customers and prospects that have directly consented (opted-in) to receive their e-mail. They are forbidden to transmit unsolicited commercial e-mail (spam) via our system.



Reseller stamp

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