

# Introducing MAAX REACTION

## Performance driven on-line marketing

MAAX REACTION provides everything you need to plan, create, test, execute and measure your digital campaigns. It integrates with other MAAX applications so that you have a holistic view of the customer's activities: both online and offline. MAAX REACTION's simple visual interface puts you in control.

Using MAAX REACTION, you can increase the timeliness, relevance and effectiveness of your communications and improve the productivity of your marketing department.

<b>Single Online Customer View</b>	<b>Campaign Management</b>	<b>Integrated Marketing Analytics</b>
<i>Providing an up-to-date view of customer behavior online and offline</i>	<i>Plan, build and develop more personalised dialogue with your customers</i>	<i>Turn data and information into meaningful actionable insight</i>
<b>Content Management and Personalisation</b>	<b>Digital Channel Testing and Execution</b>	<b>Real Time Performance Reporting</b>
<i>Define and create communication templates and personalise your messages</i>	<i>Ensure your online communications reach their destination</i>	<i>See how well your online communications are performing in real time</i>

## Putting Marketers in Control

MAAX REACTION enables marketers to directly manage the complete communications lifecycle, from content creation through campaign management to analysis.

### Content creation and management

MAAX REACTION's content management system enables you to visually create and manage content for use in emails, websites, microsites, RSS flows, SMS messages and other digital channels. The what-you-see-is-what-you-get (WYSIWYG) interface makes it simple to build and manage content.

MAAX REACTION's use of templates makes it easy to re-purpose content and enforce consistency. This ensures that all messages are 'on brand' and comply with legal requirements and best practice guidelines.

Use our flexible templates or import your own designs to create your email newsletters, client templates, sales communications, internal communications, landing zones and microsites, mail merges, scheduled broadcasts and event-triggered communications. Trackable links can be created in a single click.

### Campaign execution

MAAX REACTION provides enterprise level campaign management software, enabling fully automated distribution triggered by scheduled, event or customer behavior. The automation extends to follow-up, enabling messages to be sent in response to user actions and non-actions.

A message could be triggered by customer behavior including a form submission or a clickthrough on a website or in an email. Triggered messages (emails, SMS, RSS) can be sent immediately, at a date and time in the future, or when a specified period of time has elapsed. Event-triggered responses can be used for 'call back' buttons, brochure requests, event registrations, subscription reminders and customer service follow-ups.

By integrating web analytics data into smartFOCUS, event triggers can be used to drive follow-up processes including acquisition, retention, preference management, shopping basket abandonment, process abandonment, activation, upsell, cross-sell, conversion, loyalty and customer service programs.

ASTECH works closely with the world's largest internet service providers (ISPs) to ensure email communications are not misclassified as spam, eliminating the need for clients to assume this essential but time-consuming and costly task.

Whether you are sending several thousand messages a week or millions a day, MAAX REACTION scales to your requirements.

Managing your campaigns and their history including all response rates in a visual and automated manner drives productivity across the marketing budget allowing you to choose where to spend your budget and how, in an automated, integrated, secure and lights-out environment

## Analysis and Reporting

As the campaign progresses, real time reports can be accessed and shared through a secure web interface detailing deliverability, response, conversion, outcome, revenue generation and other campaign metrics. Cross-campaign and key performance indicator reports can be viewed in Microsoft Excel. In MAAX REACTION's analytics solution you can use drag and drop analysis to ensure that you are never out of touch with individual campaigns or your entire digital marketing strategy.

Reports are displayed immediately on request. Real time reports let you watch campaigns in progress and responses as they come in, from the very first click. The rapid generation of reports and simple interface put marketers in control and empower 'train of thought' analysis.

MAAX REACTION provides you with:

- One click campaign overviews
- Analysis of user behaviors
- Drill down options to view individual customer actions
- Query-building tools to define specific reports
- Analysis of the customer journey on the website
- Drag-and-drop analysis and insight
- KPI analytics
- Brand and product analysis and management
- Loyalty program analysis
- Cross-sell and up-sell analysis
- Drag and drop cross-tab analysis
- Interactive and visual Venn diagram analysis
- Wizard driven RFV models

MAAX REACTION provides access to all customer information in the database (including online purchases, preferences, qualifying criteria and an up-to-date message and response history). With this information, marketing managers can better target and segment future messages, offers and content to improve response and conversion rates.

## Target Behavior

With MAAX REACTION, you can move beyond segmentation to target messages by behavior, such as the number of times clicked through or time spent on the website. You can use recency, frequency and value (RFV) models to offer higher value customers a greater offer incentive with a commensurate spending hurdle. Propensity to purchase and respond can be used to target customers more likely to take-up cross-sell offers.

MAAX REACTION enables you to create business information from logs of customer behavior, and to automatically personalise your response.

Find out:

- who is abandoning a process or a sale and enable a discount coupon or related product promotion to be offered automatically;
- what pages customers view and what implicit product affinity they have. Use this information to motivate a sale, tailor regular communications or schedule a follow-up sales call;
- when customers visit your website so that messages can be sent at the right time for each customer;
- which advertising and marketing campaigns are proving most effective in bringing customers to the website; and
- where to allocate the online marketing budget.

By targeting behavior, you can ensure the right message reaches the right customer at the right time.

## Summary of Benefits

- Sophisticated targeting of customer behavior improves conversion rates and marketing ROI
- Automated responses to customer actions enable rapid follow-up consistent with customer expectations and help to secure conversions
- Integrated analytics improves insight, understanding and profitability and enables continuous improvement of marketing campaigns
- Campaign management for the entire online marketing strategy
- Simple but powerful interface enables marketers to manage their own marketing campaigns
- A single customer view of online channels and the customer enables smarter decision making and targeting
- Integration with other smartFOCUS Intelligent Marketing applications and third-party CRM applications enables single view of online and offline channels and workflow between them
- Unified content management and channel execution enables the easy creation of dynamic personalised communications
- Integrated tracking enables measurement of online marketing effectiveness and customer and channel performance
- Online reporting
- Excel-based reporting uses familiar interface to communicate performance
- Mundane and repetitive activities are automated, freeing marketing staff to work on creative and strategic activities
- MAAX REACTION is proven as scalable and used by leading companies to deliver millions of messages a day



## Availability

### **Hosted or licensed: you choose**

MAAX REACTION is available now as a hosted solution (ASP), licensed installation or as a combination of an on-site licence with ASTECH InterMedia's remote mailing infrastructure.

### **Get in touch with ASTECH to learn more:**

Email: [ter@astech-intermedia.com](mailto:ter@astech-intermedia.com)

Visit us at: [www.astech-intermedia.com](http://www.astech-intermedia.com)