

To Survive in an Agile Industry, You Need Information at Your Fingertips



TRACKING COMPLETE EMAIL MARKETING RESULTS

with

ECRA's Targeted Email Marketing Solution



Improve Email Marketing Results with ECRA Analys and ECRA TouchPoint



Tracking Complete Email Marketing Results Is Now Easier Than Ever

Welcome to Targeted Email Marketing heaven. No longer do marketers have to guess and struggle to manually pull together metrics from various systems to track the end-to-end performance of their email campaigns. With the integration of our ECRA Analys OnDemand and ECRA TouchPoint technologies into our Targeted Email Marketing solution, we now allow our clients to get the complete picture of their email campaign results—from open rate through to conversion rate.

The ECRA Analys OnDemand and ECRA TouchPoint integrated solution provides you with one comprehensive, straightforward view of how your customers respond to your email campaigns, highlighting the creative elements that were responsible for driving the most revenue, orders, registrations or other critical metrics.

The combined solution helps you to:

3. Easily track message open-rate to click-throughs to conversions
3. See your response and conversion metrics graphically displayed and detailed.
3. Integrate campaign cost data with sales and lead generation data to get a 360° of ROI
3. Increase conversion by measuring and optimizing your email campaign creative



Here's an example of how the ECRA Analys OnDemand and ECRA TouchPoint Solution Works with our Targeted Email Marketing Solution?

Step 1: We compile, profile and segment your subscriber base into fragmented sub-lists that will facilitate more targeted email campaigns and improved response rates. (e.g We divide your subscribers into location, age, gender, profession etc.)

Step 2: We design two different versions of your marketing message to facilitate A/B testing, then split your target list into sample groups and deliver to their inboxes.

Step 3: We immediately start tracking the results of the campaign in real-time. TouchPoint allows you to view several metrics from who opened your emails, what information interested them most, to whom they forwarded the email, which message generated more interest and even allows you to monitor open and click-through rates over time.

Step 4: Tracking does not stop at "Step 3". As subscribers click on links to be transferred to more information on your website ECRA Analys OnDemand takes over. ECRA Analys OnDemand now allows you to track subscribers as they navigate through your website; giving you detailed metrics on the pages they viewed, how long they stayed on each page and/or the website, conversions by email, transaction cycle times and transaction size per subscriber and/or message.

Step 5: We pinpoint the features used in the message that was more successful and utilize these in future campaigns to maintain a high level of receptiveness and conversions.

As demonstrated, analyzing the complete picture of your email campaigns has never been easier. The combined ECRA Analys OnDemand and ECRA TouchPoint solution delivered by our Targeted Email Marketing solution provides you with a simple process to deliver, analyze and improve the performance of all your email campaigns through to conversion.

About ECRA Consulting

ECRA Consulting delivers the level of Web Intelligence, Technology and knowledge of Online Strategies that are needed for you to convert your dot-com into a true Business Tool.

Our team has developed proprietary products and services that allow you to understand and connect with your target online audience on a more intimate and strategic level.

We are, by far, the most forward thinking and holistic provider of online marketing and intelligence solutions in the region, offering an array of innovative solutions for organizations that demand marketplace domination.

For more information, e-mail us at: contact@ecraconsulting.com or visit our Web site at www.ecraconsulting.com.