



Aurea Campaign Manager for comprehensive cloud-based email marketing

Aurea Campaign Manager (ACM) delivers mature, field-tested email marketing capabilities. ACM is an industry leading cloud-based solution that lets you easily, segment, target, and measure the effectiveness of your email campaigns on every device.

Deliver the right message at the right time

Aurea Campaign Manager delivers a comprehensive suite of email marketing capabilities designed to help you maximize campaign ROI, while delivering a precisely targeted, meaningful message for every customer. And, with ACM's industry leading inbox placement and content optimization capabilities, the result is better deliverability and personalized engagement anywhere email is viewed by customers.

KEY BENEFITS:

Segmentation and targeting: With ACM, you can create a 360-degree view of your customer – enabling granular list segmentation and targeting. ACM allows you to simply manage mailing lists, contacts, and segments to maximize the value of every email.

Content personalization: Customers are bombarded with countless email marketing messages every day. With ACM, you can create rich dynamic content based on flexible conditions, so you can tailor every message to your customers' behavior, context, and preference.

Comprehensive A/B testing: Multivariate, or split testing, is shown to double email-driven revenue. With ACM, intelligent A/B testing is built into the message creation workflow; and, it's so intuitive and practical to use that it expands your ability to "always be testing."

Real-time retargeting: Real-time retargeting lets you trigger email messages based on online customer behavior, and get almost immediate revenue impact. With ACM, you can respond with email content based on customer actions around specific product search and browse actions.

- Segment and target by customer behavior and preference
- Increase revenue by 200% with A/B testing and optimized inbox placement
- Cloud-based for flexibility and scale

Optimized inbox placement: ACM helps you ensure that every marketing message reaches the top of the customer queue. With optimized inbox placement, you'll have access to advanced spam and delivery analysis, and blacklist monitoring that is tightly integrated into campaign design and testing.

Email previews: Today's consumers interact with your emails on multiple platforms – from desktop to tablet to mobile. ACM ensures your emails look perfect every time by enabling email previews across 30+ devices and clients. And, Aurea Campaign Manager is designed to give you the flexibility, scale, and speed you need with deployment in the Aurea Cloud.

Compare Aurea Campaign Manager to:

IBM Marketing Cloud ■ ExactTarget (Salesforce.com) ■ MailChimp ■ Responsys (Oracle)

Get Aurea Campaign Manager. Grow with the entire library.

Like all of our products, Aurea Campaign Manager gives you access to our entire library of software with one simple subscription. And if you're new to Aurea, you'll gain access to each and every product in our portfolio with your initial purchase.

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