

Neolane

Neolane Enterprise Marketing Suite



Solution Description

Neolane provides the only enterprise marketing software specifically designed to manage, automate and optimize programs across traditional and emerging channels including direct mail, email and mobile. Based on a unified platform, the Neolane Enterprise Marketing Software Suite includes a comprehensive set of solutions for:

- *Campaign*: creating and executing cross-channel marketing communications
- *Lead*: automating lead generation, scoring, routing and nurturing
- *MRM*: helping marketers create plans and manage costs and resources
- *Interaction*: coordinating inbound and outbound activity and offers
- *Message Center*: automatically coordinating real-time, high-volume communications and transactional messages

These five core applications form Neolane's two solutions: Cross-Channel Marketing Optimization for high-volume, transactional B2C marketers, and Lead Management Optimization for B2B marketers.

Features & Benefits

- View customers holistically from one platform
- Communicate with customers and prospects in a consistent fashion via each person's preferred channel
- Design and execute personalized campaigns, collect responses and inbound data, automatically fulfill collateral requests, and update profiles in a central data mart
- Automatically track and link sales and pipeline activity back to specific marketing programs
- Track project status, tasks and resources through customizable reports
- Save time and money with online workflow, validation and alerts
- The ability to generate print files for direct marketers
- A single code base that improves marketing efficiency and effectiveness

Value Proposition

The Neolane Enterprise Marketing Suite is built on an open platform and developed with a single code base for easy integration and implementation. Neolane's cross-channel direct marketing and lead management solutions help marketers manage campaigns, resources, customer data and analytics from a single platform to dramatically improve effectiveness and ROI.

Company Description

Neolane provides marketers with the only enterprise marketing optimization software specifically designed to manage and automate marketing programs across traditional and emerging channels including direct mail, email, and mobile.

IBM Segment

- Data Management
- InfoSphere

Business Function

- Cross Channel Marketing

Target Industry

- Cross Industry

For more information, contact:

Sukumar Muthya
sukumar.muthya@
neolane.com

(214) 707-9423

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