



BENEFITS AT-A-GLANCE

- Lower marketing costs and increased sales efficiency and effectiveness
- Greater customer loyalty with dynamic, personalized messaging
- Secure print-at-home incentives to drive in-store traffic
- Uniform customer touch frequency, brand standards and content across all business areas
- Immediate and dynamic confirmation messages
- Increased brand engagement with automatic lead-nurturing
- Advanced reporting and analytics to track trends and measure effectiveness
- Integrate mobile, direct mail and outbound calling for a more effective overall strategy

Challenges

When you communicate with your clients and prospects online, you make a real, one-to-one connection. How you handle online communications can make or break your customer relationships — and directly impact your marketing ROI.

Members of your loyalty programs want personalized updates and offers. Dog owners don't want to hear about cats. Important business customers want their latest concerns and interests addressed — every time you communicate with them. Even though the world may be digital, expectations remain very personal and very human.

Solutions

Get it right. Master digital messaging with an enterprise-level digital messaging platform. Design and manage dynamic, tailored digital dialogs with all customers, all of the time with Postfuture, supported by Harte-Hanks' strategic and campaign services. Our solutions allow you to:

- Design dynamic, targeted campaigns
- Create triggered digital responses
- Manage and coordinate email programs
- Track and report on responses
- Customize messaging to each subscriber

Harte-Hanks has built customer relationships for leading business and consumer companies for more than 30 years. Postfuture puts that experience to work for you, providing the power to take charge of digital communications, optimize customer contacts and make every email count.

Contact us for more information:

800.456.9748 | contactus@harte-hanks.com

over, please



Solutions continued

Event-triggered automated dialog messaging

Design entire programs step-by-step, mapping differing messaging strategies that evolve with each customer's actions and interests with our easy-to-use interface. B2C companies — vary coupon offers based on the latest customer responses. B2B companies — categorize sales leads from hot to cold, based on each prospect's activities.

Robust business intelligence reporting

See how each step in your email program works with standard and customizable reports that help you fine-tune your programs and improve results. Reveal offer respondents, overall program performance or drill down to individual program components. Or, build your own reports, using any data in your database. Then, apply filters to these reports and analyze response data by different segments or profile points.

Automated A/B Subject Line and Offer Testing

Let Postfuture choose the best-performing subject line or offer copy for you, with automated A/B testing. Send multiple versions of both subject line and body copy to a subset of your audience. Then, send the best-performing message to the remainder of your audience to maximize ROI.

Content manager

Save the graphics, HTML blocks and text blocks you use most in our ready-to-use content storehouse. Easy to access and update, this centralized library helps you manage content effectively, simplifies and speeds creation of email and ensures consistency and standardization across programs.

Progressive profiling

Build customer profiles based on product preferences, spending plans, lifestyle and more. Build and link to satisfaction surveys or registration forms. Fill in missing subscriber data points with progressive profiling forms and polls. Then, use that information to trigger special offers, promotions and other customer-centric messaging.

Share-to-Social and Forward-to-a-Friend

Allow subscribers to pass along your valuable offers, through their preferred digital messaging channel. Identify your key social advocates and let subscribers spread the word for you.

Other features include:

- Dynamic content personalization
- Control over mailing frequency
- Integrated Web analytics with Omniture, Coremetrics and Google Analytics
- Data management: automatic bounce handling, list cleaning, unsubscribe management, automated data feeds and synch-back files
- Integrated in-box deliverability monitoring with Return Path

Master digital messaging. Contact us for more information:



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