

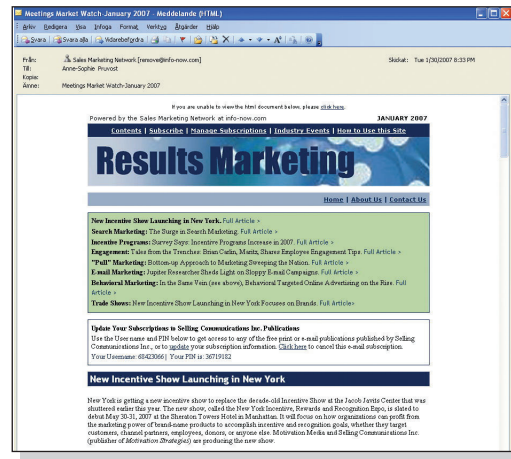
The Easiest Way to Profit From Permission-Based Marketing

Getting permission to communicate with potential customers is the first step to the sale; the best databases consist of qualified prospects who have agreed to learn more and stay in touch. **Solata OK2SEND** automates the process of building, maintaining, and profiting from a permission-based database on a real-time, ongoing basis. It helps you keep track of the type of information each prospect desires and their preferred way of receiving it and to easily communicate and measure results.

An Integrated Solution to Database Management

Prospects come to you via multiple sources: your Web site, advertising, direct marketing, trade shows, word-of-mouth, sales calls, etc. **Solata OK2SEND** provides a simple solution for making sure that every prospect feeds into a common database tracked by source and receives the desired information or follow-up.

- Solata OK2SEND utilizes a Web-based permission form to solicit options and requests for information. The permission form normally links right off the home page, with a message inviting people to register to receive ongoing information of their choice.
- The permission form appears on the Web site, but it is also used when collecting information over the phone, from sales calls, or at trade shows so you will finally be able to track the source of your inquiries. The information can be entered at any time via the Web by authorized personnel.



Results Marketer Newsletter

■ OK2SEND makes it easy to send out permission-based communications, whether electronically or via the mail, and to carefully track results in ways never before possible, including:

1. Number and names of people who actually click through from your e-mailed communications;
2. Number and names of people who visit your Web site and what they sign up for;
3. Names of people who respond to print direct mail by going to your Web site to respond to an offer.

Highly Measurable Results

1. Number and quality of opt-ins on your Web site.
2. Source of your business.
3. Conversions to sales over time.

Learn more about what Solata can do for your organization. Contact Jim Kilmetis by e-mail at jkilmetis@solatatech.com or telephone at 914-591-7600, ext. 229.



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Real-Time Database Marketing

Solata Permission Manager Case Study

Objective

Set up an automated system for tracking and maintaining a real-time database of qualified individuals who opt in to receive information or contact the company.

Background

A major camera company spends considerable sums each year in advertising and trade shows but has difficulty measuring the ROI. It needs a system that tracks every person who contacts the company, automates the process of sending out communications and measures results on an ongoing basis. .

Solution

The company establishes **Solata OK2SEND** on its Web site so that people who visit can opt in to receive ongoing information. Whenever the company gets leads from advertising, trade shows, or call-ins, the names are input into the same system by authorized personnel.

Using **Solata OK2SEND**, the company sends out permission-based e-mail and print newsletters to the qualified registrants, based on the nature of their requests. Each e-mail newsletter invites recipients to use their user name and password to update their information preferences or addresses.

Using the optional **Solata Target Seller** or any lead management system, all leads are automatically distributed to the salesperson in the designated territory. Salespeople can follow up using approved e-mails and attachments and easily report back results to management.

Using the **Solata Target Seller** or any CRM system, salespeople can manage prospects and targeted communications, and can send out authorized marketing material and track open-rates and clickthroughs. Management can access a sales and marketing dashboard that shows the number of total names in the database and their status; number of active customers; serious prospects, less-qualified prospects, etc.; as well as reports correlating sales activity with the source of business, communications sent, salespeople, territories, and so on.

Results

- The camera company built a continually updated database for ongoing direct marketing to people who expressed an interest in learning more.
- The company has a better handle on the source of its business, the marketing communications used, sales cycle times, and much more.

Target Marketing Flow Chart

