



e-mem[®] Whitepaper

attracts information

Memetic Mail Advertaising – Campaign Management

memorable...

Function

e-mem[®] is a CRM System with main focus in Campaign Management and Sales Situation Management. From first contact to business initiation, realisation and aftercare operations.

We offer substantial options for interaction available by the use of state of the art database technology:

- companies and customer data by
 - categories, branches, local area, business area
 - marketing actions, interests, needs, budget
- contact data, requests
- sent papers and give-aways
- feed-back for campaigns
- templates and content for campaigns
- calendar function functionality and reminder management
- business cases and situations
- products, bugs and features
- meetings (from invitation to minutes)
- document management (including versioning, templates and folders)
- networking (illustration of informal networks)
- overall statistics for free intervals of interest (mem-o-meter)
- web grabber (addresses from the internet)
- mandator support
- multilingualism support
- continous web (application, configuration, maintenance)

Customer Benefit

e-mem[®] helps you to be present in your market with very very low efforts, to submit interesting offers to your customers and in addition in meassuring the potency of your advertisement, assess your business cases and planning meetings.

Using e-mem[®] you will **increase** the effectiveness of your advertising and customer satisfaction.

In the same time using e-mem[®] your will **achieve** the consistency of your corporate identity in every campaign and reduce the efforts in creating and testing.

You get a direct feed-back to your campaigns.

Win your headstart using e-mem[®]!

Technology

e-mem from memeticor[®] is an universal web tool and offers:

- central style-library
- WYSIWIG HTML creation
- web-statistics analysis
- on-line feed-back.

The technology behind is the object-relational database Cache[®] from Intersystems[®] version 2007.

All you need is a server running Windows (XP, 2000) or Unix (Linux, etc.) and a client running Microsoft[®] Internet Explorer[®] (version 6 or higher) or Mozilla FireFox (version 1.5 or higher).

You may use the instant integration to the other modules of the tools Topics[®] from memeticor[®], and you have easy but powerful possibilities of integration by the used architectur (SOAP, ODBC, Java, .NET, SAP, etc.).