



HIGHLIGHTS

Driving improved program performance while streamlining processes and reducing operational costs, with Enterprise Marketing Management Solutions.

The NetLine Value

- Provide deeper intelligence on program performance.
- Streamline administrative tasks.
- Improves management of complex, multi-channel programs.
- Maximize resources and budgets.
- Deliver detailed accountability and ROI calculations.
- Ensure consistent and positive Brand experience.
- Fully hosted web-based solution.
- Dedicated Customer Service representative focused on the success of your campaigns.
- 15 years of experience in providing marketing database solutions.

Marketing Central Meets Enterprise Marketing Needs

Fine tuning your programs while maximizing your marketing dollars requires data driven awareness on program performance. NetLine's Marketing Central enables marketers to select targeted lists for marketing promotions, direct customer, prospect and partner communications as well as conduct extensive campaign and program analysis. When you run a multi-channel marketing program, you develop base line awareness on premium performing activities. NetLine's marketing automation technology gives you real-time marketing intelligence, so you'll know what aspects of your programs are driving the most value. With Marketing Central all the information about your target audience along with the history of their response is captured in one location, giving you the intelligence you need to plan your next actions.

"NetLine's Marketing Central is a good solution to help us cost effectively centralize and standardize our complex customer data while streamlining administrative tasks associated with managing, planning, and executing our diverse set of online marketing campaigns,"

*Paula Reinman, Director, Corporate Marketing,
Juniper Networks*

Improve Program Performance

NetLine's automated tracking and measurement tools give you greater control over marketing activities and eliminate the need to invest in expensive products, which require time consuming training. Leads are captured through online forms, qualified, and automatically routed based on your preferences. Captured data is stored in a NetLine hosted database and automatically routed to your preferred format, or easily integrated with your CRM system. Real-time reports provide a full picture of how each program is performing, with detailed metrics that enable you to make on-the-fly adjustments. Well organized reports help you evaluate how to improve marketing processes, and deliver detailed accountability, including ROI calculations. Since all communications carry your brand, link to your materials, and utilize URLs from your domain, customers are ensured a consistent high quality Brand experience.



Marketing Central Product Details

NetLine's Marketing Central is a robust database that offers sophisticated, yet easy to use tools for streamlining data collection and management, executing targeted communications, and conducting campaign analysis. Prospect and customer data acquired from online marketing programs, tradeshow, direct mail, telemarketing, and offline programs, is stored in a NetLine database, and accessed through an convenient Web interface.

Features

Fully Hosted and Managed Web-based Solution and Service

- Automate the transmission of leads into the company's instance of an SFA or CRM database.
- Develop a complete picture of customer and prospect-base demographics.
- Select lists for targeted marketing campaigns.
- Gauge the quality and cost per lead of any program.
- Measure campaign or program response and effectiveness.
- Report on any customer-related or marketing program-related data stored in the database.
- Streamline processes and manage data efficiently and effectively.
- Integrate with other NetLine Lead Generation, or Marketing Service.



Example: Detailed reporting and analysis on customer and program data.

Benefits

Increased Response Rates

- Personalized interactions with tailored content.
- Pre-populated forms.
- Targeted audience for increased communication relevance, better click through rates.

Improve Marketing Process

- Better accountability through improved tools.
- Campaign performance comparison.
- Automate administrative tasks for communications and data consolidation.
- Transfer highly rated leads into to sales for immediate action.
- Automated processing of bounced eMails, opt-ins and opt-outs.

Reduce Costs

- Electronic fulfillment (no print).
- Reduce direct sales contacts.
- Improved qualified leads.

Drive Customer Loyalty

NetLine's Marketing Central establishes programs that automatically touch the customer through a series of eMails, initiating a 2-way dialogue that strengthens relationships. Programs managed through NetLine's Marketing Central fosters customer retention and loyalty, take advantage of cross-selling or up-sell opportunities, to convert prospects into customers, while cleansing your database of non-performing contacts.

A Cost-Effective Solution

NetLine Marketing Central our Enterprise Marketing Management Solution, gives you the advantages of an outsourced model; quick implementation, low cost-of-entry, no internal IT engagement, no need for additional software or hardware required, combined with a fully functional and flexible comprehensive solution.

About NetLine

NetLine Corporation is a leading B2B performance-based integrated marketing company that provides online lead generation and marketing services for Advertisers, Marketers, and Publishers. Clients include IBM, Juniper Networks, Microsoft Corporation, Neo@Ogilvy, SAP, and Universal McCann, among others.

For more information visit, www.NetLine.com or call NetLine to speak with a programs expert 408.340.2200.