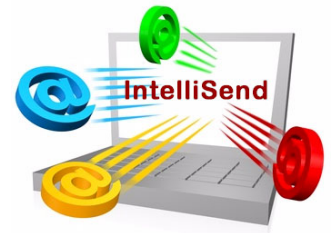




E-Mail Marketing & Web Site Navigation Tracking

Interactive eMarketing



Send tracked, personalized e-mail campaigns directly from within GoldMine®. **IntelliClick** e-mail hyperlinks track, report and alert your staff, enabling your organization to kick start its sales process from each e-mail campaign. The **IntelliClick WebNav** module provides additional insight into your target audience interests by tracking your visitors as they browse your web site.

Everything You Expect From E-mail Tracking.... And Much More !!!

The **IntelliClick® eTrack** module provides special "proactive" response options including instant **e-mail, text messaging or scheduled call notification(s)** to designated recipients; as well as one click information request/fulfillment and event registrations.

Enhance your e-mail marketing campaigns with "intelligent" links embedded in your GoldMine® messages. Benefit from:

- "Intelligent" hyperlinks, created using the IntelliClick Wizard, are easily inserted into e-mail templates you prepare using our on-line, **WYSISYG HTML editor & template library** or any HTML editor of your choice
- Details of clicks to your web site, opens & unsubscribes are tracked and added automatically to the GoldMine® contact record
- The follow-up process for identified opportunities is accelerated with instant phone & e-mail alerts sent to designated recipients within your organization
- Custom database field updates from tracked links, permits segmentation of your database for highly targeted follow-up e-mail campaigns
- Included reports provide metrics & actionable information for each e-mail campaign and are accessible in real time or can be sent to you automatically by e-mail

Go Beyond The First Click With Web Site Visitor Tracking

Instantly know which pages on your web site are attracting attention from your campaign using the **IntelliClick® WebNav** module. Develop a "digital profile" of email recipient interests to help your sales team prepare for their next steps. The web page **categorization module** maps your tracked data and displays interests broken down by your products and/or services.

Effective Send & E-mail Address Management

The **INTELLISEND** module insures unsubscribe requests & hard bounce e-mail addresses, automatically flagged in your database, are excluded as you send your campaigns. Leverage special Unified E-mail SMTP relay services for excellent e-mail delivery results & monitoring.

Maintain the integrity of e-mail addresses in your GoldMine database by managing undeliverable & "Report As SPAM" e-mails using the **E-MAIL ADDRESS DATA INTEGRITY MANAGEMENT** module.

GoldMine®



For More Information Contact Us At

(888)827-5628 or (847)291-7320

info@intellclicksoftware.com | <http://www.intellclicksoftware.com>



IntelliClick® At-A-Glance

E-Mail & Web Site Visitor Tracking That Takes Action

STEP 1:
Create E-mail Message Template
Insert IntelliClick Created Hyperlinks



INTELLISEND module Schedules / Throttles Messages AND Excludes Unsubscribe, "Report As SPAM" & Past Undeliverable E-mail Addresses

STEP 2:
Send Directly From GoldMine To Target Audience



E-mail Address Integrity Management Module Identifies Malformed & Undeliverable Email Messages And Cleanses Your Database



Data Added To GOLDMINE In Seconds

1. Open Tracking
2. Web Page Hyperlink Tracking
3. Unsubscribe Tracking
4. Event Registration
5. Literature Request
6. Field /Email Merge Code Write Back
7. Forward To Others Lead Capture

Web Site Navigation Tracking

- Subsequent web page visits
 - Subsequent page hyperlinks accessed
- "Go Beyond The First Click"**

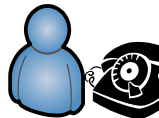
"Call To Action" Auto Response

- Literature Fulfillment E-mail
- Event Confirmation E-mail
- Forward To Others

GoldMine Database



Alarmed Call Scheduled



Text Message



Instant Notification

Alerts Can Be Set For:

1. Scheduled Calls
2. SMS Text Messaging
3. E-mail

E-mail



Unified Email SMTP
Relay Service Included



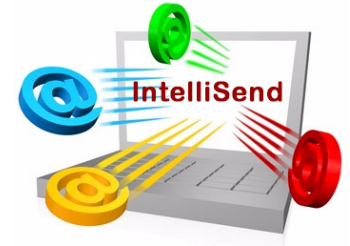
REPORTING:

Real Time Campaign Result Reports –
On-Demand And Automated Via E-mail





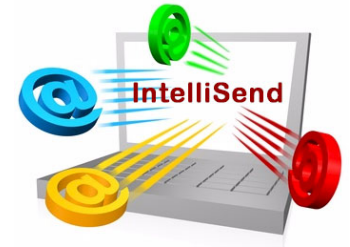
Typical Email Service Providers versus IntelliClick For GoldMine



Feature	IntelliClick	Typical E-mail Service Provider
CREATING E-MAIL MESSAGES/ CAMPAIGNS		
On-line HTML template editor & template library	✓	✓
Template preview and test sending	✓	✓
Message Template Content Analysis (<i>SPAM detection</i>)	✓	Offered by some
Option to use e-mail templates within GoldMine or from HTML files	✓	
TRACKING E-MAIL CAMPAIGNS		
Details of opens, hyperlink clicks	✓	✓
Auto responders	✓	✓
CANSPAM compliance with unsubscribe (opt out tracking)	✓	✓
Forward to others	✓	✓
Subscription management	✓	✓
Track web site navigation behavior	Contact & Campaign Specific	Typically Not Available
Log all web site navigation behavior by person to their GoldMine account	✓	
Automatic e-mail address flagging of unsubscribes in GoldMine	✓	
Alerts from hyperlink clicks (e-mail, SMS text messaging)	✓	
Capture new names to GoldMine database from forward to others	✓	
Database field write backs / updates in GoldMine option	✓	
Schedule follow up phone call activity in GoldMine from click	✓	
Send e-mail with literature fulfillment attachment from click	✓	
Schedule & manage event registration in GoldMine from click	✓	
Track ALL e-mail campaign results directly to GoldMine contact record	✓	
Drip marketing capabilities	Full featured using GoldMine Automated Processes	Typically limited using auto responders



Typical Email Service Providers versus IntelliClick For GoldMine



Feature	IntelliClick	Typical E-mail Service Provider
SENDING E-MAIL CAMPAIGNS		
Recipient list target audience from GoldMine database	Direct - No data upload	Export & uploaded to external server
Protect IP reputation of your e-mail server with SMTP relay	✓	✓
Detailed log of sent message batch results	✓	✓
Control the send process (when, how many at a time)	You control	They control
Automatically exclude unsubscribe e-mail addresses (CANSPAM compliance)	✓	✓
Option to choose your SMTP server or relay service	✓	
Hard vs. Soft bounce tracking & GoldMine database cleansing	✓	
Send on behalf of others (i.e. sales reps) in a single batch	✓	
Log of actual e-mail sent in GoldMine history	✓	
REPORTING / ANALYTICS		
Summary & details of tracked activity by campaign	✓	✓
Dashboard reporting of tracked results	✓	✓
Specialized reporting (Crystal & MasterMine)	✓	
Real time access to reporting in GoldMine	✓	
Automated reporting by e-mail	✓	