iCentives
Targeted Email Marketing

iCentives Features

Build Your Lists With a Few Clicks
Easily build your lists using the standard iService contact search capabilities. Need to send an update to current customers? Simply create a customer mailing list and add all your contacts of the type "customer".

Automate List Management
Include single click "unsubscribe" links in your messages, or use the built-in list subscription management page within the iService customer portal.

Personalize Your Campaigns
Every contact property in your iService database, including your custom properties, is available for personalizing your message.

Track Click-Through and Views
Use the powerful $Link$ command to generate trackable URLs and message view indicators for your messages.

Get Personal End-to-End Service
As with all of our solutions, One-to-One Service provides the highest level of service including everything from message design and testing to helping formulate your overall strategy.

E-mail is a fast, effective way to communicate with customers. iCentives is a flexible solution that enables you to conduct targeted e-mail marketing campaigns that proactively engage your customers in true one-to-one marketing. Built on the iService CRM database with access to all of your contact details, it allows you to generate messages that are finely tuned to the needs of each contact. And it's an enterprise-class application that can be deployed throughout your organization with access levels that support each user's needs.

Email Marketing Campaigns

iCentives® leverages the power of the iService CRM system to provide a robust email marketing solution that is fully integrated with your customer interaction processes. This integration allows you to go beyond the point solutions typically used for sending outbound emails. With iCentives, you have a completely integrated system for managing all aspects of the customer interaction process including telephone or email follow up to your campaigns. Responses can automatically create sales leads and be routed to the appropriate person. And since iCentives is built on the iService customer interaction solution, you have the power of an enterprise class system.

Transactional Email Campaigns

iCentives® can be easily integrated with any operational system that contains contact information. For example, you can generate a file of delinquent accounts and let the system manage message delivery. You can track whether the notification was viewed and whether they clicked on your payment link. And the money you save on printing and postage will quickly compound into a significant cost reduction.

The Bottom Line

Combining the powerful iService email response capabilities with sophisticated outbound campaigns will dramatically improve the results of your marketing and sales efforts.