

CASE STUDY

Continuous Client Communications on Inbox Marketer™



Challenge

Intellitactics, Inc. is an American owned software firm that delivers advanced capability for enterprise security risk management to the largest corporations, government organizations and security service providers in the world.

Over the years, the company's community of customers and prospects has increased along with the complexity of managing these contacts. Leads from numerous sources, including sales representatives, trade shows, the company's Web site and email campaigns, resided on more than 90 separate contact databases, making it impossible to pull comprehensive lists or measure marketing communications efforts effectively. What Intellitactics really wanted was a way to consolidate this information, send targeted email communications and conduct comprehensive tracking and measurement on a regular basis.

Solution

Inbox, a full-service email marketing company, analyzed Intellitactics' situation and provided a written strategy for meeting its objectives. The main requirement was to take the customer and prospect data pigeonholed throughout the company, and consolidate it into a single, dynamic, online marketing database accessible to Intellitactics executives and marketing/sales personnel.

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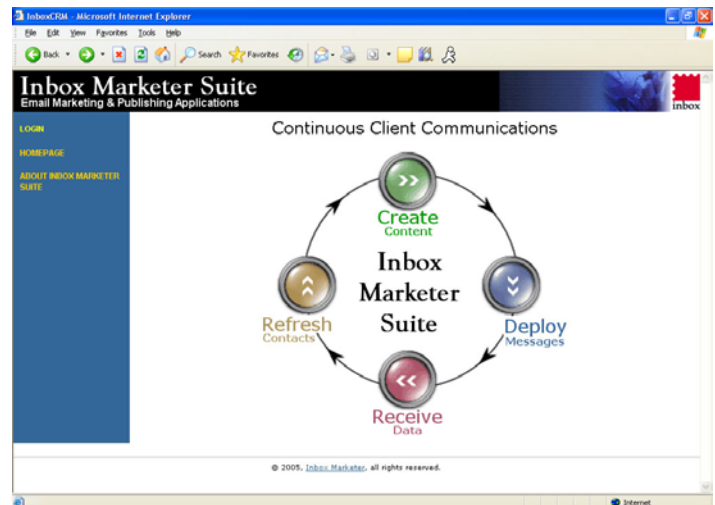
—Richele Black
Manager, Marketing &
Communications,
Intellitactics, Inc.

The first task was to merge the more than 90 contact databases into one. To do this, Inbox developed a uniform database structure that could accommodate the varied data from each information source, cleansed each record and removed duplicates.

Next, Inbox loaded this consolidated data into Inbox Marketer™, its proprietary, online marketing database developed for the exclusive

use of Inbox customers. Equipped with unique user IDs and Passwords, Intellitactics management and staff could now view and manipulate a single database containing all marketing contacts.

The next step was to customize Inbox Marketer™ for Intellitactics' use. The application functions much like popular contact management software such as ACT! or Goldmine, but is completely Web-based and requires very little training. Inbox began by uploading all previous results from Intellitactics' email campaigns such as click-thru data, subscribes, and unsubscribes and incorporated them into comprehensive customer profiles. Inbox then created standard and custom queries so that Intellitactics could easily pull criteria-based mailing lists and generate reports in minutes instead of hours.



Inbox Marketer Suite™ – Email Marketing & Publishing System

The fourth step was to close the loop for Intellitactics so that all future email campaign results seamlessly refreshed their legacy database.

Results

Today, Intellitactics' marketing team operates with the advantage of true, continuous campaign management and reporting. Richele Black, the company's Marketing and Communications Manager, says: "In less than a month, Inbox consolidated all our marketing contacts into a single database and customized it to meet our needs. Now I can conduct general and specific queries, view email campaign results, and track conversions 24/7 from a single Web-based console. Our sales staff can view, add or edit contact information online from any location. Since the database is fully integrated with Inbox's email marketing system, they can even see which email campaigns specific contacts have received, view click through histories to identify the content that interested contacts most, and find out if contacts requested additional types of data. The system has been an invaluable and cost-effective tool. I don't know what we did without it."