

Datasheet

Tikit eMarketing

Tikit eMarketing enables firms to deliver professionally branded interactive eMarketing communications to their InterAction contacts, automatically record the recipients' responses, and through a detailed reporting capability analyse the stored information. Through its immediate, seamless and deep integration with the LexisNexis InterAction CRM system, Tikit eMarketing provides unique functionality.

Product Description

Individual personalised e-mails

Done right, delivering effective and timely content via email can help retain customers, as well as attract new ones. Recipients for mailings can be selected in various ways directly from the InterAction database.

- ▶ Generates an individual and personalised message for each contact for targeted communications

Professionally branded

Tikit eMarketing allows the centralised marketing function to build eMarketing templates, with strict content control guidelines adhering to the firm's corporate brand. These can then be used by decentralised marketing and business development teams throughout the organisation without risk of losing control over formatting and branding.

- ▶ Increase brand value through consistently professional eMarketing communications.

Compliance with eMarketing regulations and Data Protection

Being compliant with eMarketing regulations is a real requirement for law firms. Tikit eMarketing allows appropriate mailing preference links to be built right into the design of the communication. Your contacts can then easily manage their mailing preferences by selecting which communications they would like to receive e.g. firm newsletter, event



invitations or firm updates. Any changes made by a contact are immediately recorded against that contact's data in InterAction, ensuring instant compliance with eMarketing regulations. Contacts can even be enabled to directly update their own contact information.

Firm-wide Benefits

Automate campaigns

Tikit eMarketing allows marketers to automate many of the more mundane and time consuming campaign activities. Event management, newsletter list management and surveys can all be handled directly through the system.

- ▶ Responses to event invites are automatically and immediately recorded against the relevant contact in InterAction, removing the need for manual data entry.
- ▶ Survey response information is automatically populated in defined fields in InterAction.
- ▶ "Click throughs" on any hyperlinks sent in an eMarketing communication such as newsletters are tracked and recorded to provide a record of client interest areas.

Zero incremental cost

Tikit eMarketing has no usage based pricing and so the costs are predictable and static, ensuring the firm has

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Tikit eMarketing – continued

complete control of the software.

Maintain control of your data

Tikit eMarketing differs significantly from a hosted solution in that there is no need to upload or download data for mailings. This ensures the firm's data remains in InterAction and under their control at all times, and completely avoids the problems that can arise when synchronising data with external providers.

Key features	
Web console management	This allows for both a 'snapshot' view of the firm's campaigns in progress, and detailed statistics for individual campaigns. Users are able to track and view all communications that have been sent firm wide - and sort by criteria including user, date, sender name and mailing type. Administrators will also be able to 'promote' priority messages in the message queue after submission. The Web Console provides greater visibility as a whole for a firm's eMarketing communications, as well as allowing users to be more 'intelligent' in their campaigns - but with significantly less effort.
Advanced link tracking	Tracking for hyperlinks contained in email content can be configured entirely within the Tikit eMarketing client. Selecting which links to track, and the subsequent actions in InterAction resulting from a click through or open (such as 'set Additional Field' or 'add Activity'), are configured in the same simple dialog box. This means tracking campaign metrics such as number of opens, click throughs, repeat opens and time distribution of any actions on your campaigns can be configured in minutes. This allows for detailed post marketing analysis and relevant actions against contacts, for example activities can be added to contacts to record what information has been sent to them and what they were interested in. Activities can also be automatically added against contacts that have, for example, accepted for an event.
Graphical campaign reporting	The powerful reporting tools provide extensive success measurement functionality for email newsletters, event invitations or any specific marketing activity to the firm. This ranges from basic metrics to charts displaying number of opens, click throughs (both unique and repeat) and response distribution over time. This allows instant and comprehensive reporting on how successful each campaign sent actually is from the number of opens to how popular the content was. Alongside success measurement, this enables marketing and business development departments to tailor future content to recipients specifically based on their interests. Data on recipients' actions, opens and click throughs can also be downloaded into Excel, CSV, Word and PDF formats for offline working, or fed back directly into InterAction.

For further information about any of Tikit's solutions, services or products, please contact:

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