

RI Function and Feature List (v3.7)

Campaign Management

1

- Campaign Duplication
- Campaign Content Language Encoding
- Segmentation (demographic, behavior)
- WYSIWYG Editor
- Link Configuration
- Mail Merge (Personalization)
- Customized Service Pages
- Footer/Header
- SPAM check rating
- Campaign Sample Testing
- Multi-Stage Scheduling, Dispatching
- Automatic Bounce Handling
- Approval/Suspend/Resume Campaign
- Campaign Completion Notification
- Audit Log

Report & Analysis

- Campaign summary Report
- Opened Email Report
- Click Through Report
- Click Through by Date Report
- Post Click Through Report
- Demographic Breakdown report
- Message Received Report
- Forwarded Report
- Rejected by SMTP Report
- Unsubscribe Report
- Leftover Report
- Message not received Report
- Hard Bounce Report
- Soft Bounce Report
- Unclassified Response Report
- Transient Bounce Report

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M *List* **Management**

- Import List
- Export List
- List Import Policy
- Properties Mapping
- List De-duplication
- Multi-list Selection
- Global bounce List
- List Synchronization

M *Template* **Management**

- Template Upload
- Template Preview
- HTML Editing
- Template Approval

M *User Group* **Management**

- Define User Group and Group User Privileges
- Move User between User Group
- Suspend and Activate User status
- Re-set User Password

Marketing Campaign



Version 3.7-SNAPSHOT build 20100528T093650

M *Template* **Management**

- Customized Mail Relay Profile
- Bounce Email Management
- Activity Tracking
- Response Enquiry by Web Service APIs
- Deliverability ensurance and report

Add-on module: Triggered by date (Day, Month, Year) with defined business rule (e.g. 7 days before membership renewal expiry for Gold members)

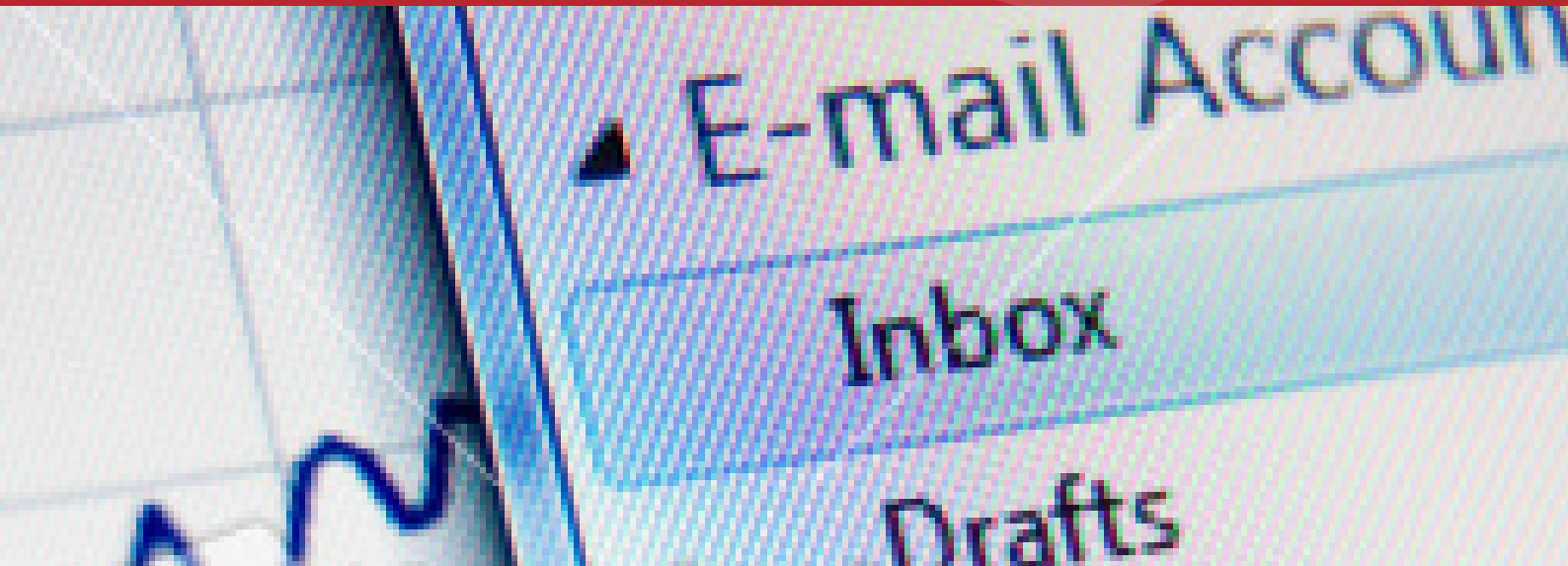
Life-Cycle Campaigner

- Triggered by customer behavior (Open, Click)
- Triggered frequency control (e.g. never resend, resend 7 days later)
- Deliverability report
- Export campaign response

Add-on module:

Customer Loyalty Manager

- Customer activity selection (e.g. open/click, last open/click) with business rule (e.g. campaigns in last 12 months, campaigns about product A only)
- Customer activity analysis report (e.g. inactive customers in the last 6 months, active customers eager to response to product A)
- Create instant follow-up campaigns for selected customers
Export analysis result



Add-on module:

Mediator

- Import of List
- Export of List
- Import of HTML Template
- Export of HTML Template
- Import of Campaign Workspace Job
- Export of Campaign Information and Results

Add-on module:

Frequent Mailing Control

- Advanced report Sorting
- Exclusion
- Left Over Handling

Add-on module: Mail merge support

SMS Campaign

Add-on module:

- Campaign Management
- Contact Management
- Template Management

Campaign Workspace

Add-on module:

Mediator

Add-on module:

Fall-over Module

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