

Radica Intimate 3.7

Add-on Module Feature List

Delivery Performance Centre

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

Life-cycle Campaigner

- Triggered by date (Day, Month, Year) with defined business rule (e.g. 7 days before membership renewal expiry for Gold members)
- Triggered by customer behavior (Open, Click)
- Triggered frequency control (e.g. never resend, resend 7 days later)
- Deliverability report
- Export campaign response

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

**All 3 add-on modules are available in RI License only*

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