

Definitive Choice for Permission Based Email Marketing

RADICA's award-winning email marketing software solutions are tailored as the perfect means for marketers to conduct permission-based email marketing. The highly reliable and scalable solutions enable simple campaign implementation, real-time reporting and tracking of marketers' email marketing activities, ultimately facilitating personalized dialogue with each individual customer, bringing on improved sales results due to better customer understanding and highly relevant content delivery.

Concerns over customer data privacy and laws against spamming have prohibited many marketers from conducting email marketing the traditional way. RADICA has always been in the forefront of advocating permission-based email marketing activities; hence RADICA's solutions are developed and tailored for carrying out targeted and intelligent email marketing.

Customer Testimonials:

The Bank of East Asia, Limited

“RADICA provides email marketing solutions for the development, delivery, and tracking of email marketing campaigns. The ease-of-use, flexibility and extensive reporting capabilities of RADICA's email marketing software make it the preferred solution of financial businesses.”

Next Media Interactive Ltd

“A reliable email solution / product with excellent customer service.”

Le Méridien Cyberport

“We have just newly migrated our database to the system and are very happy that we can now master our e-marketing campaign at our finger tips.”

RADICA

eMarketing Solutions by Marketers for Marketers

AWARD-WINNING SOLUTIONS



Hong Kong Outstanding Software
Application Competition 2005
Special Award



HP/Intel/MCVF
Innovative Mobile
e-Services Award



Best New Oracle Partner Network
Technology Award (Greater China)

eMarketing Solutions by Marketers for Marketers

RADICA Email Marketing Solutions

1. Personalized Email Marketing

Marketers are able to segment messages by their customers' uniqueness and preference to develop targeted messages for ultimate results.

2. Ease of Use and Enhanced Productivity

Any marketing personnel could handle all campaign stages at their finger tips (import mailing list, edit content, segmentation, define launch time, generate real time report and analysis etc), accomplishing a streamlined and low-labor-cost approach across multi-departments.

3. Scalability and Reliability

Tailored for a high range of contact list usage volume: from a few thousand to over a million email addresses, the solutions are highly scalable to your IT infrastructure while integrating well with other systems and databases.

4. Solutions by Marketers for Marketers

Designed with strong customer-centric focus, RADICA's solutions strive to achieve a perfect balance between technology and usability, hence relieving time-consuming administration burden.

5. Intelligent Reporting

Real-time, comprehensive reports on your email campaigns, encompassing open rates, click through rates, unsubscribe requests, invalid email addresses and bounce back rates etc, instantly determine your campaign results and improve your next campaign response straight away!



“We prefer a business partner with great flexibility instead of a branded system supplier. Its professional team always provides us marketing advices that inspire us how to generate more business by fully utilizing their product features and applying in different areas.”

Sime Darby Motor Services Ltd.

RADICA's Flagship Solution Suite



Product Line

- Number of addresses in contact list

- Number of addresses in contact list

Pricing Structure Usage Model

- License

- License

Suitable for

- Organizations with existing IT infrastructure and requires simple integration

- Organizations with multi-location offices and/or with high security requirements

Features Highlight

- Easy integration into existing infrastructure and databases
- Add on modules available for specific needs

- High scalability and security
- Accommodates world-class volume usage
- Advanced user privilege management

Extensive Application of Solutions

Sales and Marketing

- Personalized Sales Newsletter
- E-collateral
- Seminar and Event Invitation
- Festival Greetings
- Online Campaign Announcement
- Market Research

Publishing

- Corporate e-Newsletter
- E-zine
- Automatic Content Distribution

Customer Service and Support

- Satisfaction Survey
- After-sales Service Alert
- Profile Updating
- Membership Renewal Reminder
- Billing Notification

Corporate Communications

- Deliver Press Release
- Company Notice
- Investor Relations Management

RI Product Features at a Glance

Campaign Creation



- Easy campaign creation in a MS Word- like environment
- A selection of Ready-to-use HTML templates available
- Personalize messages and mail merge with unique greetings, subject, content etc
- Multi-lingual Character Support
- Segment by purchase behavior, demographics or response to previous campaigns
- Support campaigns in plain text, graphic (HTML) and SMS formats
- Automatically handles bounced emails
- Pre-test your campaign settings in different email clients

List Management



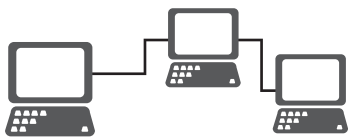
- Support contact lists in CSV, Excel or HTML formats
- Manage hard-bounce, suppression and opt-out lists
- Auto detect and clean up duplicated contacts

Reporting and Tracking



- Real-Time campaign reports on open, click-through, bounce, unsubscription, spam complaint parameters and more
- Track post click-through and post-forwarding behavior
- Opt-Out Tracking: Manage and track unsubscription requests
- Export reports to CSV/Excel/HTML formats and combine multiple campaign reports

System Administration



- Trusted System Stability: 100% web-based and Java written, 24-hour access
- Define different sets of access rights for different users' privilege
- Share campaigns, lists and templates across departments
- Evaluate the likeliness of campaign being labeled as spam
- Simple installation with email servers and databases
- Manage number of emails sent to individuals within the company to avoid spam

About Radica Systems Limited

Radica Systems Limited is the leading provider of permission based email marketing solutions to marketers in the region. Embarking on the mission to innovate best-of-class eMarketing software for enhanced customer benefits in sales and returns, RADICA's solutions empower businesses across diverse industries with up-to-the-minute technology, excellent deliverability, insightful reporting, real-time tracking, first-class marketing training, dedicated support and reliable infrastructure.

In 2005, in accordance to with its expansion, RADICA relocated its development and research center into Hong Kong Science Park, embracing the technology culture and creative environment. Since then, RADICA has been granted numerous awards for its flagship solutions.

RADICA's eMarketing solutions are now being employed by multiple disciplines and locations, including Fortune 500 companies, listed companies and SMEs; RADICA's solutions are also available in China, Singapore and Australia.

RADICA

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