



Reach | Engage | Deliver | Everywhere

The **RED-E Marketing database** is a multi-channel, multi-contact database designed to help financial institutions manage simple or complex customer communication strategies including Reg-E over time. Unlike one-off, single purpose campaign lists, RED-E is able to deliver:

- the right message
- via the right channel
- at the right time, and over time.

RED-E is tightly integrated with cost-effective e-marketing channels such as e-mail, microsites and smart web forms. Since direct mail is still a significant target marketing strategy for most financial institutions, RED-E also functions as a host for campaign assets, such as lists, landing pages, and PURLs. This allows RED-E to be the marketing system of record for all channels, which eliminates redundant communications and reduces cost.

As a secure database (SAS-70, Type 2), RED-E can also be used to transfer customer and campaign results data bilaterally to/from the institution's system databases, such as MCIF and core systems. Depending on the need and available resources, data transfer can take place via:

- a direct uploads/downloads interface (https)
- secure VPN/ODBC
- automated reports
- FTP batch processing
- web service API calls

RED-E supports meta-data attributes that allow complex variables such as Branch Manager Information and Product Descriptions to be represented with basic lookup codes. These, in turn, can be incorporated as dynamic content into email messages, landing pages, and variable printing projects (VDP).

RED-E is interactive – with a full complement of auto-responses and event triggers that can be used for fulfillment, follow-up, and sales alerts (to internal sales teams). Auto-responses can range from simple acknowledgments to highly personalized messages with attachments.

Finally, RED-E provides deep reporting of campaign results, opt-in consents, and contact activity. Drill down to see which links performed best ... or view what messages a contact has received, viewed and clicked. These are all available as exports or accessed through a secure web-based interface with list-level permissions.

In addition to supporting Reg-e, RED-E is ideal for long-term projects such as onboarding, compliance notifications, product launches, as well as ongoing targeted campaigns that benefit from precision, personalization and multiple channels.

For details on how to leverage this powerful platform, please contact your account representative, or Joe Timm, SVP, at 877-807-2027 Ext 300.

ClickRSVP, Inc.  
2 Evergreen Lane  
Hopedale Business Park  
Hopedale, MA 01747



877-807-2027  
Fax: 508-478-0485  
www.clickrsvp.com  
info@clickrsvp.com



Copyright © 2010, ClickRSVP, Inc.