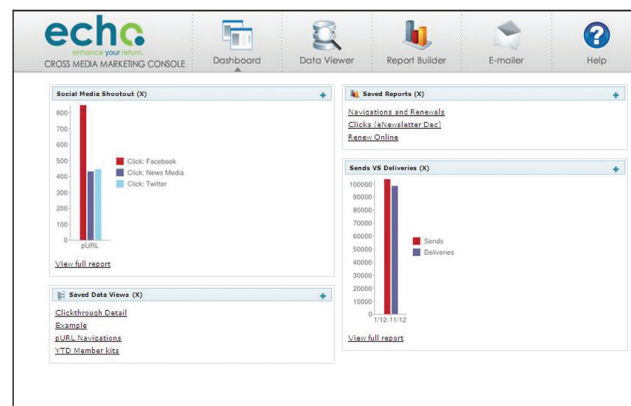


Cross-Media Marketing Console

Echo's Innovative Cross-Media Solutions

Can you track, analyze and report on cross-media campaigns all in a single rules-based system? Imagine the power of comparing and contrasting all campaigns with one tool.



Market Challenges

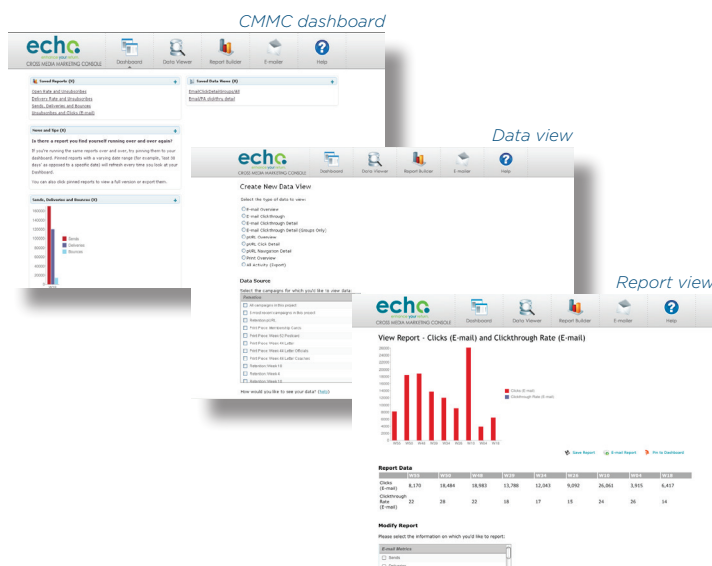
Tracking and managing cross-media campaigns - Print, Web, Email, Internet and Phone - in real-time is nearly impossible due to the silo-based nature of today's marketing tactics. Measuring, comparing, contrasting and reporting on cross-media campaigns is even more difficult.

Echo Solutions

Echo's innovative Cross-Media Marketing Console allows you to track the breadth and depth of all of your marketing campaigns with just a few clicks. This solution collects information on all aspects of campaigns and appeals - Print, Web, Email, Internet and Phone - all in a single database.

Benefits

Reports and data lists can be assembled in a few clicks for ROI measurements on any cross-media campaign. Simple, on-demand campaign analytics available anytime from any web browser.



**Do you waste time using multiple silo-based reports to compare campaigns?
Can you seamlessly track and compare all cross-media campaigns?**

listening | awareness | acquisition | retention

GROWTH

Cross-Media Marketing Console (CMMC)

- Auto Scheduler & E-Mail Delivery for Saved & Recurring Reports
- Browser-Based, Real Time Solutions
- Custom & Recurring Reports
- Customizable Campaign Result Views
- Exportable Data Views
- Extract & Tailor Future Campaigns
- Integrated Cross-Media Campaign Reporting
- Multi-User Admin Capabilities
- Print, Email, Internet, Phone & Social Media
- Simple, On-Demand Campaign Reporting & Analysis
- Single Database for All Types of Cross-Media Campaigns

New Data View

The screenshot shows the 'Create New Data View' interface. At the top is a navigation bar with the Echo logo and icons for Dashboard, Data Viewer, Report Builder, E-mailer, and Help. Below the navigation bar, the title 'Create New Data View' is followed by the instruction 'Select the type of data to view:'. A list of radio buttons allows selection of various data types: E-mail Overview, E-mail Clickthrough, E-mail Clickthrough Detail, E-mail Clickthrough Detail (Groups Only), pURL Overview, pURL Click Detail, pURL Navigation Detail, Print Overview, and All Activity (Export). Below this is a 'Data Source' section with the instruction 'Select the campaigns for which you'd like to view data:'. A scrollable list of checkboxes shows various campaign types, including Retention, Retention pURL, Print Piece: Membership Cards, Print Piece: Week 52 Postcard, Print Piece: Week 44 Letter, Print Piece: Week 44 Letter Officials, Print Piece: Week 44 Letter Coaches, Retention: Week 18, Retention: Week 4, and Retention: Week 10. At the bottom, there is a question 'How would you like to see your data?' with a link to help.

New Report View

The screenshot shows the 'Create New Report' interface. It features the same navigation bar as the previous view. The title 'Create New Report' is followed by the instruction 'Please select the information on which you'd like to report:'. A scrollable list of checkboxes under the heading 'Email Metrics' includes Sends, Deliveries, Delivery Rate, Bounces, Bounce Rate, and Opens. Below this is a 'Data Source' section with the instruction 'If you'd like to view data for specific campaigns, select them here:'. A scrollable list of checkboxes shows various campaign types, including Retention, Retention pURL, Print Piece: Membership Cards, Print Piece: Week 52 Postcard, Print Piece: Week 44 Letter, Print Piece: Week 44 Letter Officials, Print Piece: Week 44 Letter Coaches, and Retention: Week 18.

Echo's Cross-Media Marketing Console is the proprietary tracking and analytics solution that drives intelligence GROWTH.

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GROWTH