



IBM Silverpop Engage

Feature Overview



Graphically rich and intuitive user interface

Intuitive interface makes it easy for marketers to achieve marketing success

Feature Highlights

Customizable dashboard with configurable widgets

Personalized (pinned) sending options for making recurring settings default

Drag and drop campaign, segment and webform builders

Real-time error validation guides marketers through the sending process

Simplified sending experience to focus on most commonly performed actions

Database Activity (list of all fields)

Net Result: **+10,000** Opt-ins: **10,150** Opt-Outs: **150** Contacts Sineed: **15**

Recent Mailings

	Unique Clicks	Unique Opens	Bant	Delivered	Opt-Outs	Bounces
1	1	3	3	0	0	0
2	8	5	0	0	1	0
0	0	0	0	0	0	0
1	7	2	1	0	0	0
0	0	7	5	3	0	0
0	0	0	0	0	0	0
1	6	2	2	0	0	0
5	5	6	5	0	0	0
0	0	0	0	0	0	0

Scheduled Mailings

- Clearance Event
- SE Winter Blowout
- SW Winter Blowout
- SE Winter Merch
- SW Winter Merch
- Winter Clearance

SET UP YOUR MAILING

1. Set Up Your Mailing

2. Add Settings

- Address Settings
- Delivery Options
- A/B Testing
- Analytics Settings
- Suppression Settings

3. Test Your Mailing

- Test Settings

4. Finalize Your Mailing

- Check Mailing Health
- Schedule This Mailing
- Confirm and Send

Enter Mailing Details

Email Summary

Last modified: 2013/03/13 07:11 AM

Email selected: Acme Mailing (Change)

Contact Summary

Last calculated:

Contact source: Acme Prospects (Change)

Contact source size: 1500

Contacts suppressed: 45

Estimated send count: 1455

Content Navigator

Look for: Encls | Filter: | Menu: | View: | Gallery: |

Expedia: Exclusive Offer From Expedia To Royal C...

Open | Delete Email

Last Invoice: 04/29/2014 2:00PM

Last Sent: 04/29/2014

To: Antonio

Permissions: something here

%%FirstName%%, get your EXCLUSIVE offer TODAY!

Contact used: Capella Contacts

From Name: Expedia

Tag: Offer, Exclusive, 2014

Default Applet

Simple to complex campaign design capabilities

Visual drag and drop editor makes designing multi-touch campaigns seamless

Feature Highlights

Visual drag and drop multi-touch campaign builder

Automate customer conversations and respond to real-time behaviors

Integrate other channels into the campaign workflow

Powerful decision diamonds help you to route customers to the most relevant next action

Export, receive alerts, and change data based on customer movement within the campaign

Ideal for welcome, loyalty, events and lifecycle engagement campaigns

The screenshot displays the Silverpop campaign design interface, which is a visual drag-and-drop editor for creating multi-touch campaigns. The main workspace is divided into several tracks, each representing a different customer journey:

- Residential Gardeners:** Starts with a 'Resident?' decision diamond. If 'Yes', it leads to '1st Res Em Thanks for Joining (1)'. If 'No', it leads to 'Evaluate for 0 more Days'. This is followed by a 'Has Bought?' decision diamond. If 'Yes', it leads to 'Shipping Off Free Shipping on Residential Orders'. If 'No', it leads to 'Evaluate for 4 more Weeks'. The track ends with 'End Track'.
- Professional Gardeners:** Starts with '1st Prof Em Thanks for Joining (2)'. It leads to a 'Has Bought?' decision diamond. If 'Yes', it leads to 'Shipping Off Free Shipping Professional'. If 'No', it leads to 'Evaluate for 4 more Weeks'. The track ends with 'End Track'.
- Residential Reminder:** Starts with 'Res Remind 20 Percent Off Residential (3)'. It leads to a 'Has Bought?' decision diamond. If 'Yes', it leads to '\$20 Off 20 Dollars Off Residential (3)'. If 'No', it leads to 'Evaluate for 4 more Weeks'. The track ends with 'End Track'.
- Professional Reminder:** Starts with 'Save 30 PC Save 30 Percent For Customer'. It leads to a 'Has Bought?' decision diamond. If 'Yes', it leads to '\$20 Off 20 Dollars Off Professional (3)'. If 'No', it leads to 'Evaluate for 4 more Weeks'. The track ends with 'End Track'.

On the right side, there is an 'Actions' panel with the following options:

- Decision Point
- Lead Route
- Update Profile Data
- Sync Contact with CRM
- Add Contact to Campaign

At the bottom, there is a detailed view of a specific track named 'AdTech_NY_2012_Invite'. It shows an 'Invite' action that will be executed on 10/25/2012. The 'Step Resources' section includes 'Placeholder', 'Direct Mail', 'Telesales', and 'AdTech_NYC_11 101...'. The 'Actions' panel at the bottom of this view includes 'Decision Point', 'Lead Route', and 'Update Profile Data'.

Feature Highlights

Marketer-friendly operators for easy segment creation

Access to real-time behavioral data

Drag and drop criteria selection with and/or & parenthetical segments

Locked queries for restricting access for multi-brand/division companies

Segment on relational table data including purchase or catalog histories

Sophisticated time-based operators allow you to pinpoint recent activity

Dynamic segments are constantly updated and validated prior to a communication send

Sophisticated customer segmentation

Target your customers better with real-time marketer-friendly segmentation

The screenshot displays the Silverpop segmentation tool interface for a query named "Roadshow Follow Up". The interface includes a "Query Name" field, a "Add Criteria" section with tabs for "Profile", "Behavior", and "CRM Opportunities", and an "Options" dropdown. A dropdown menu is open under the "Behavior" tab, showing options for "Email Behavior", "Web Form Behavior", "Program Behavior", and "Web Site Behavior". The main query area contains several criteria:

- Is in contact list
- AND (Title is equal to
- OR Title is equal to Vice President)
- AND Purchase Timeframe is equal to Less than 3 Months
- AND Has not been in program Nurture within the last 450 days
- AND Has visited the web site ACME.com within the last 180 days
- AND Has not downloaded file Whitepaper within the last 180 days

The screenshot displays the Silverpop segmentation tool interface for a query named "Anniversary Sale Promo". The interface includes a "Query Name" field, a "Add Criteria" section with tabs for "Profile", "Behavior", and "Relational Table", and an "Options" dropdown. The main query area contains several criteria:

- Gender is equal to Male
- AND Wedding anniversary is 7 days away
- AND 042208Purchases
- Table Field Purchase_Date
- Operator is within the last
- Value 12 months
- AND PRICE is greater than 100

Feature Highlights

Share your customers score, activity and recent cross-channel marketing activity with your sales teams through Contact Insight within Silverpop and CRM platforms.

Support for a variety of CRM platforms including Salesforce CRM, Microsoft Dynamics CRM and NetSuite.

Easily map CRM fields to Engage fields in a simple easy to use visual mapping interface.

Trigger a personalized Engage email directly from the CRM platform to a lead or contact or to a campaign of leads/contacts

CRM Integration

Extend the power of Silverpop Engage to your CRM system

Manage CRM
View and manage mappings between CRM and Engage. View mapping tutorial. [More](#)

Status	Credentials	Settings	Field Mapping	Alerts
Annual Revenue	Currency			
No. of Employees	Number			
Market Segment (Calculated)	Picklist	255		
Market Segment (Self Reported)	Picklist	255		
Market Segment Override	Picklist	255		
Market Segment	Text	1300		

Microsoft Dynamics CRM
Doug Johnson Testing

Contact: Douglas Johnson
E-mail: mscrpm@silverpop.com
Preferred Method of Contact: Any
Owner: Doug Johnson

Silverpop Integration
Sync to Silverpop:

Contact Insight
Engaged in Programs: 1 [Add Contact To Program](#)

CRM Scoring Integration
0

Messages	Actions
Mailing Test From Silverpop [Do not] 02/27/2013	www_silverpop_com Mailing: Silverpop - 10 Tips for Gaming Comp 02/17/2013
A Must Read: 10 Tips Gaming Compni 02/25/2013	www_silverpop_com_marketing_re Mailing: Silverpop - 10 Tips for Gaming Comp 02/17/2013
A Must Read: 10 Tips Gaming Compni 02/25/2013	www_silverpop_com_marketing_re Mailing: Silverpop - 10 Tips for Gaming Comp 02/17/2013
A Must Read: 10 Tips Gaming Compni 02/19/2013	www_silverpop_com_marketing_re Mailing: Silverpop - 10 Tips for Gaming Comp 02/17/2013
Contact Insight-Testing - Please Ig 02/18/2013	www_silverpop_com_marketing_re Mailing: Silverpop - 10 Tips for Gaming Comp 02/17/2013
A Must Read: 10 Tips Gaming Compni 02/17/2013	www_silverpop_com_marketing_re Mailing: Silverpop - 10 Tips for Gaming Comp 02/17/2013

Silverpop Engage
Contact Insight

SILVERPOP
An IBM® Company

Custom webtracking through to conversion

Understand and respond to your contacts' behaviors to deliver a 1-1 experience

Feature Highlights

Out of the box webtracking extends the understanding of customers behavior to the web

As easy to install as Google Analytics

Tracking is at the individual contact level, not in aggregate

Track page visits, page views, links clicked and any other custom web behaviors

Multiple domain tracking

Behaviors available for triggers, segmentation and reporting in real-time



Feature Highlights

SMS campaign builder provides marketers with easy-to-use frameworks for building customer interactions dramatically reducing time to value

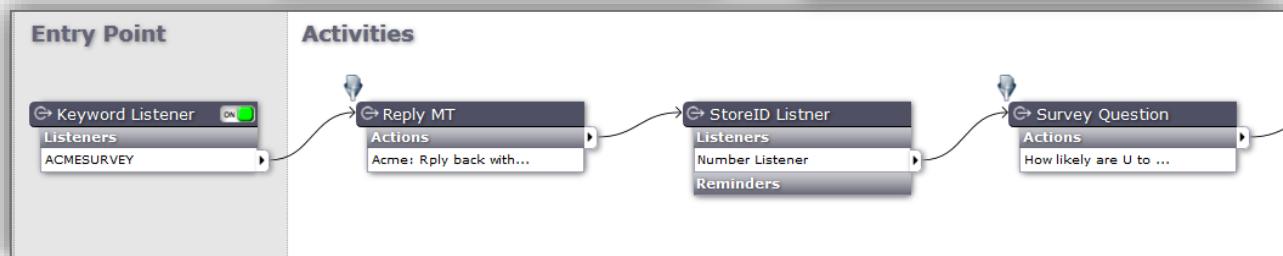
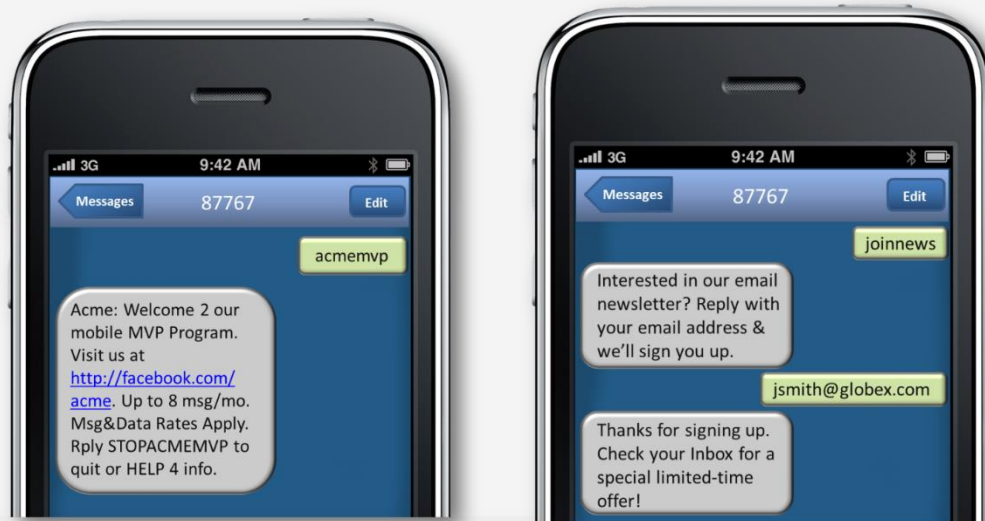
Drag and drop campaigns using predefined SMS templates for Text to Join, Text for Info, Text to Vote, Text to Screen, or Text to Win

Create your own SMS campaign workflows and automatically route contacts based on their interaction with you

SMS Gateway API allows customers to trigger SMS messages from within their own infrastructure to support transactional SMS and SMS confirmations

Mobile Messaging - SMS

Meet your customers where they are



Mobile Connector

Allowing personal in-app experiences for each customer in real time

Feature Highlights

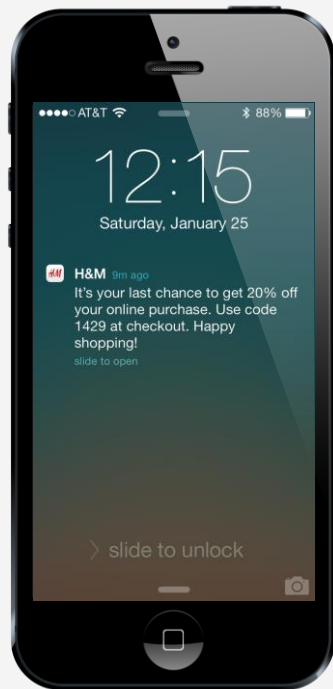
Bringing the power of your marketing platform to your mobile app

Personalize the app experience in real-time based on cross-channel data

Integrate app behaviors with other marketing channels

Track customer loyalty and engagement and reveal in-app rewards

Drive customers deeper into the app, view mobile websites, click to call, take social action and configure your own action.



Feature Highlights

Easily create dynamic content in emails to truly personalize their experience

Available in emails and on landing pages

Full dynamic content area reporting

Utilizes the same powerful rule builder as segmentation query

Only provider that allows for dynamic content based customer's behavioral attributes

Easy visual previews and personalization testing of dynamic content rules

Build once and reuse the rulesets over and over

Point and click dynamic content

Tailor content based on your customer's actions to maximize relevance

The screenshot displays the Silverpop 'EDIT MAILING TEMPLATE' interface. At the top, there are buttons for 'Save', 'Save As', 'Test Options', 'Automate', and 'On to Send'. Below these are fields for 'Mailing Name: Turnkey Campaign', 'Subject Line: Just Peachie Template', 'Contact Source: CDM only (1)', 'From Name: Chris Murphy', 'From Address: communications@silverpop.com', and 'Reply To Address: communications@silverpop.com'. A navigation bar includes 'Mailing Settings', 'Mailing Body', 'Content Hosting', 'Hyperlinks', 'Attachments', 'Rulesets', and 'Preview'. The main preview area shows an email template for 'just peachie' with a dark green background, a logo, and a photo of a tan armchair. The text reads: 'Thanks for choosing us – your order will be with you soon!' and 'Hi #FIRSTNAME#, Thanks for making your first purchase with Company ABC! We know there's a lot of competition out there, so we're delighted you chose us. We know you're going to love'. A 'MORE DETAILS >' button is visible. On the right, a sidebar contains 'Personalization Test', 'Spam Check (1.8)', 'Warnings (2) Errors (1)', and 'Dynamic Content Preview' with 'Refresh' and 'Summary' buttons. Below the preview is a 'Ruleset' dropdown menu showing 'Rule1 Ruleset'. A separate window titled 'Ruleset: purchase timefr... | Contact Source: sunshine shared... | Content Area: pressure level' is overlaid on the bottom. It features an 'Add Rule' button and an 'Options' dropdown. It lists three rules: 'Rule 1: Rule1.purchase timeframe' with content 'Area1.pressure level' and criteria 'contract renewal date is not blank OR Has opened email benne rt mailing within the last 30 days'; 'Rule 2: Rule2.purchase timeframe' with content 'Area2.pressure level' and criteria 'Is in contact list sunshine shared contact list'; and a 'Default Rule: If none of the rules are met, show Content: Default.pressure level'.

Feature Highlights

Quickly import HTML pages, images and CSS files or use our intuitive web-based editor to create landing pages from scratch

Easily create webforms with our drag and drop form builder.

Avoid form abandonment and build a more complete profile of your contacts with progressive webforms

Use rules to determine what data to present on forms

Choose to always show fields or to show additional fields for data points not yet captured.

Landing Pages, Forms and Progressive Webforms

Intelligent forms help capture preferences & build customer profiles over time

The image displays three examples of Globex Secure landing pages and a PreferenceCenter form builder interface. The landing pages feature the Globex Secure logo and a message: "Thanks for your interest in Globex Secure. Please tell us a little about yourself to receive your file immediately." The forms include fields for Email, First Name, Last Name, and Company Name, along with a "Continue" button. The PreferenceCenter interface shows a "Form Style" panel with a list of database fields (Account SLA, Account SLA Exp Date, Account Ticker Symbol, Account Type, Account Billing City, City, Company, Country, Email, Email Opt Out, Email Type, Lead Owner Email, Lead Owner Last Name, Lead Source, Lead Status, Model 1_Behavior, Model 1_Demo, Form Objects, Object Properties) and a "PreferenceCenter" form with fields for First Name and Last Name, a "Submit" button, and a "Hidden Fields" table.

Column Name	Type	Default Value	Retain database value

Feature Highlights

A/B/C/D testing on content, subject line and from names

Combine testing parameters i.e. test subject line and content

Real-time reporting on results

Automate deliver to winner based on multiple metrics including open, click, effective rate

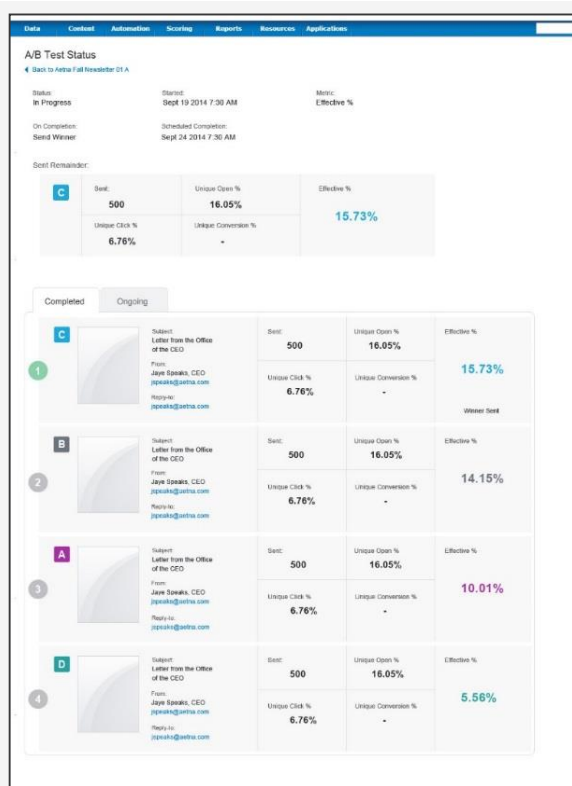
Easily create randomized segments on percentage or discrete number of customers

Tracks preferred open time at the individual level

Pioneers of the send time optimization feature

Automated A/B testing & send time optimization

Maximizing campaign performance based on customers behaviors



A/B Test Status

Back to Active Mail Newsletter 01 A

Status: In Progress Started: Sept 19 2014 7:30 AM Metric: Effective %

On Completion: Send Winner Scheduled Completion: Sept 24 2014 7:30 AM

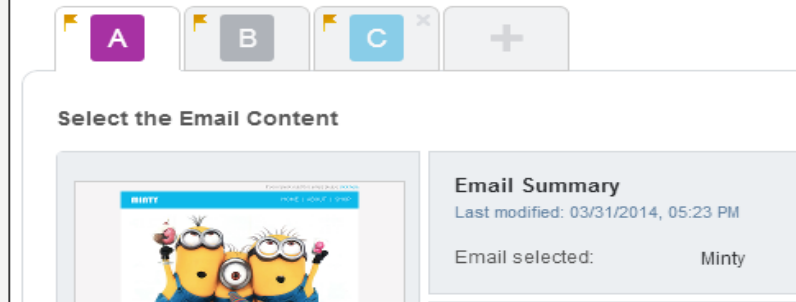
Send Remainder:

Variant	Sent	Unique Open %	Effective %
C	500	16.05%	15.73%
	Unique Click %	6.76%	-

Completed Ongoing

Variant	Subject	Sent	Unique Open %	Effective %
1 C	Subject: Letter from the Office of the CEO From: Jane Sorensen, CEO jpsorens@centra.com Reply to: jpsorens@centra.com	500	16.05%	15.73%
		Unique Click %	6.76%	-
				Winner Test
2 B	Subject: Letter from the Office of the CEO From: Jane Sorensen, CEO jpsorens@centra.com Reply to: jpsorens@centra.com	500	16.05%	14.15%
		Unique Click %	6.76%	-
3 A	Subject: Letter from the Office of the CEO From: Jane Sorensen, CEO jpsorens@centra.com Reply to: jpsorens@centra.com	500	16.05%	10.01%
		Unique Click %	6.76%	-
4 D	Subject: Letter from the Office of the CEO From: Jane Sorensen, CEO jpsorens@centra.com Reply to: jpsorens@centra.com	500	16.05%	5.56%
		Unique Click %	6.76%	-

STEP 1



Select the Email Content

Variant A (Selected) Variant B Variant C +

Email Summary
Last modified: 03/31/2014, 05:23 PM
Email selected: Minty

Delivery Optimization

Send Time Optimization (STO)

Throttling

Off

Social Engagement

Engage with your audience where they like to interact

Feature Highlights

Post messages to brand social network pages from within Silverpop

Facilitate social advocacy through Share to Social

Enhance acquisition through Silverpop forms on social network pages

Integrate cross channel behaviors into segmentation and campaign planning

Allow site visitors to register for online offers by signing in with their existing social network accounts via Social Sign-In

SILVERPOP

You're one step away from Silverpop's new paper, "The Year Is Half Over, What's Your Relationship Status?" Just share your information or sign in with your social network to check it out.

Email*

First Name*

Last Name*

Company*

Sign In with your Social Network!



Google

Sign in Google

Email

Password

Stay signed in

[Can't access your account?](#)

© 2012 Google [Terms of Service](#) [Privacy Policy](#) [Help](#) [English \(United States\)](#)

Post To Social

Your message(s) will be published on Send.

Choose Network

Twitter LinkedIn

Choose Profile(s)

Write a Tweet 97

New offer for 2014
www.acme.com/2014_bftr

Use a URL generated by Engage

the gentleman cyclist.com

SHIPPING OPTIONS | RETURN POLICY | GIFT CARDS

DRESS UP YOUR RIDE

Outfit your bike with the latest accessories!

It's been one year since your first purchase. Happy anniversary!

Get 20% off
ANYTHING YOU WISH

Use Code ANNIVERSARY14 | Offer expires 2/30/2014

Deliverability

Ensure your messages read by getting it into the inbox

Feature Highlights

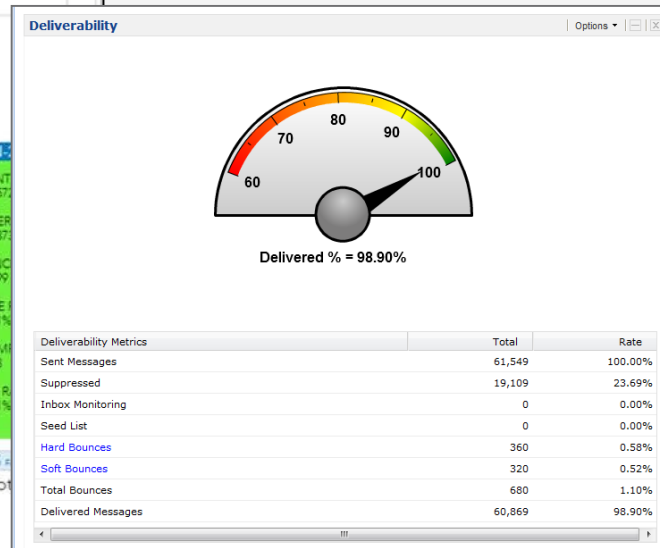
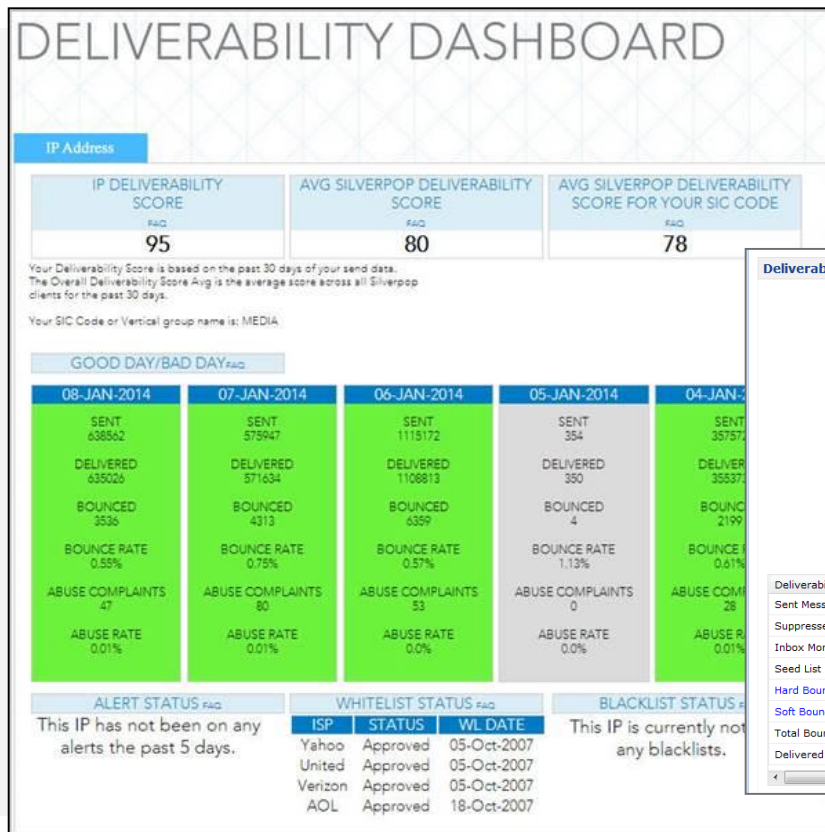
98% Deliverability rate – one of the highest in the industry.

Deliverability Alert Dashboard allows you to actively monitor your deliverability performance.

Specify the maximum number of email messages that your customers can receive within a specific period of time.

Content Scoring with SpamAssassin

Specialized deliverability team with 40 years of experience



Feature Highlights

Over 60 fully documented APIs programatically supports all aspects of Silverpop

Robust architecture scales to meet any client needs

Full test harness for development and testing

Comprehensive API guide with code and error samples

Constantly updated library with new APIs added in parallel with new Silverpop releases (~every 3 months)

XML and SOAP support

Variety of authentication mechanisms to suit all customer requirements

API Framework

Extend and integrate Engage with external systems

API: 1. Pick an API
Host: 2. Choose Host
3. Enter jsessionid (if needed)
4. Edit XML
5. Submit

sessionid:

XML:

```
<Envelope><Body>
<CreateQuery>
<QUERY_NAME>Has_Mobile_30_21p</QUERY_NAME>
<PARENT_LIST_ID>17607</PARENT_LIST_ID>
<VISIBILITY>0</VISIBILITY>
<PARENT_FOLDER_ID>9512</PARENT_FOLDER_ID>
<ALLOW_FIELD_CHANGE>0</ALLOW_FIELD_CHANGE>
<SELECT_COLUMNS>Last_Name|First_Name</SELECT_COLUMNS>
<CRITERIA>
<TYPE>editable</TYPE>
<EXPRESSION>
<TYPE>TE</TYPE>
<COLUMN_NAME>21p</COLUMN_NAME>
<OPERATORS><![CDATA[BETWEEN]]></OPERATORS>
<VALUES><![CDATA[30000|30999]]></VALUES>
<LEFT_PARENS></LEFT_PARENS>
</EXPRESSION>
</EXPRESSION>
```

XML API Developer's Guide

ENGAGE

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