



E-mail Advisor improves your click-through rates up to 50% with intelligent, highly personalized e-mails leveraging the most up-to-date content.



INFOR CRM EPIPHANY E-MAIL ADVISOR

MAKE E-MAILS RELEVANT.

In e-mail's earlier days, marketers increased click-through rates just by adding a bit of personalization to their messages—for instance, by leading off with "Dear Sally" instead of "Dear Customer."

But that doesn't work nearly as well nowadays. Even simple market segmentation—with a choice between several offers—doesn't drive higher response. That's because traditional e-mails are static and predefined by marketers.

Today, you can get better response rates with dynamic, intelligent e-mails that leverage customer information and behavior patterns. A number of studies have confirmed that customers respond more often to e-mails containing content that is relevant to them.

LEVERAGE INFOR EXPERTISE.

Infor™ is both the pioneer and market leader in this revolutionary approach to e-mail marketing and customer relationship management (CRM). Through customer clicks, Infor CRM Epiphany E-mail Advisor determines which customer attributes are most predictive of offer acceptance. The application then automatically adjusts targeting for all subsequent e-mails, even successive openings of the same e-mail.

That means every e-mail a customer opens is populated with the most relevant offers, in real time, ensuring a highly personalized and advantageous e-mail experience each and every time.

GET BUSINESS SPECIFIC.

A mature, proven solution, E-mail Advisor is based on an open architecture, making it easy to deploy with any e-mail delivery solution as well as other CRM solutions for a more strategic approach to personalized marketing.

E-mail Advisor helps you:

- ▶ **Produce optimal e-mail content.**

The solution works in real time to create intelligent, optimized content for each e-mail—and even for each successive opening of an e-mail. This allows you to go beyond traditional static e-mails, as well as beyond dynamic content based solely on business rules.

- ▶ **Continuously learn from every e-mail interaction.**

As customers accept and decline offers (measured by clicks), E-mail Advisor's self-learning engine determines which customer attributes are most predictive of acceptance. The solution then automatically adjusts targeting for all subsequent e-mails and e-mail openings.

- ▶ **Gain real-time insight into successful content.**

High-performing content stands out with higher display and click-through rates, while poorer-performing content gets displayed less often.

- ▶ **Rely less on static segmentation strategies.**

E-mail Advisor finds the audience for niche as well as broadly popular offers without relying on you to manually segment e-mail recipients.

- ▶ **Implement different models for different situations.**

In addition to targeted offers, E-mail Advisor can display absolute best performers, static offers, and offers with impression limits.

- ▶ **Leverage integrated “campaign aware” analytics.**

Campaign results are reported in real time, meaning you can understand which customer attributes most influence offer acceptance and which offers perform best.

- ▶ **Scale rapidly to support growth.**

E-mail Advisor provides near-linear scalability on symmetric multi-processor systems. You can deploy the solution across multiple, distributed servers for maximum scalability and reliability.

SEE RESULTS NOW.

Infor CRM Epiphany E-mail Advisor is helping leading companies worldwide experience tremendous lift in their e-mail campaigns, and can help you achieve the same results.

With Infor CRM Epiphany E-mail Advisor, you can:

- ▶ Increase e-mail click-through rates by as much as 50%.
- ▶ Take e-mail personalization to the next level.
- ▶ Drive incremental revenue, and improve customer retention and loyalty.
- ▶ Build stronger relationships with customers by delivering more relevant content.
- ▶ Streamline the marketing process by automating e-mail creation.

Infor Corporate Headquarters
13560 Morris Road
Suite 4100
Alpharetta, Georgia 30004
USA
Phone: +1(800) 260 2640

www.infor.com

The Infor logo consists of the word "INFOR" in a bold, sans-serif font. The letters "I", "N", "F", and "O" are black, while the letters "R" and "A" are red. A small trademark symbol (TM) is located to the upper right of the "R".