

FACT SHEET

Dynamic Messenger

SEMA Dynamic Messenger empowers marketers to fully leverage the marketing database as a single source of customer insight with analytics, reporting and email marketing execution capabilities. SEMA's Dynamic Messenger enables you to think beyond lists and emails to full database marketing and multi-channel capabilities.

A truly new way to deliver email marketing

Organizations that have the ability to create and maintain relationships with their customers using email will have a significant competitive advantage over those that fail to use this channel. No other medium - offline or online - provides the Marketer with such a direct, personal, interactive, and measurable customer communication capability. It is absolutely critical that marketers stop talking about making email timely and relevant and actually start practicing it.

Benefits

- Deliver targeted messages with dynamic and personalised content
- A comprehensive online marketing solution that incorporates analytics, campaign management, email deployment, content management and online response management
- Sophisticated permission-based user management that accommodates multiple levels of access for varied user roles
- Provides a centralized platform for capturing and reporting on campaign and activity data
- Rapidly start using the SEMA hosted ASP solution with the flexibility to move onsite installed software at any time with no impact or new learning curve



Functionality

Complete with a built-in relational database and content server that are highly scalable to fit any user needs.

- **User Management** – Access to all data, content and functionality can be defined by user group to accommodate the varied needs of different departments to ensure appropriate controls at the corporate level over messaging, content and compliance while still permitting localized campaign selection and execution.
- **Send a Message** – Messages can be sent to single recipients or lists on an on-demand or automated basis.
- **Online Activity Management** – enhance outbound email campaigns by incorporating landing pages, truly dynamic and tracked RSS feeds, pURL's, microsites, surveys, coupons and registration forms.
- **Creative Builder** – Users can upload creative content, create and manage templates, and preview campaigns.
- **List Management** – Lists can be saved, created and selected natively in Dynamic Messenger from other SEMA Marketing Suite modules or imported from external sources. Automatically incorporate inbound data, such as bounces and unsubscribe requests, by flagging or removing records.
- **Reporting** – Real-time reporting provides visibility within and across campaigns to all relevant metrics down to the individual, right up to the minute.

Features

- **Activity and History Tracking** – A centralized repository logs all elements of deployment history, as well as campaign activities upon delivery and interaction by recipients.
- **Automation** – To ensure that campaigns meet ISP standards for opt-in messaging the platform automates the handling of unsubscribe and bounce-backs. Additionally, Dynamic Messenger supports automated trigger campaigns to capture and respond to website data or deliver alerts based on defined actions.
- **Extensible** – Integrate with existing CRM, SFA, Data Warehouses, eCommerce or other systems through a Web Services and library API.

SEMA is Australasia's largest direct marketing company. No other company triggers more consumers to act. For 27 years we have helped our clients transform and grow through achieving consistently excellent returns on marketing spend.

For more information, visit www.SEMAGroup.com.au