



Introduction

Intelligent Campaigns will allow you to create and send high impact branded emails to your target clients in a few easy steps. Find out how by using Intelligent Campaigns you can drive low-cost, highly effective marketing campaigns into your client base.

Why E-Mailshots, why Campaign Manager?

Cost

Email campaigns are a cost effective way of communicating with your existing and potential clients, with virtually no outlay and without the costs usually associated with traditional mail.

Ease of Use

Intelligent Campaigns is easy and intuitive to use. Once set up, you can easily produce your own campaigns, or one-off emailers to individuals.

Speed

Intelligent Campaigns will allow you to send out new campaigns and respond to client needs and market changes instantly, never missing an opportunity. Your message to your clients will instantly appear in each recipient's inbox.

Client Education

Let your clients know about the different services that you provide.

Marketing Campaigns as Often as You Want

Create campaigns and or newsletters as often as you want.

Minimal Expertise to Set Up

Minimal I.T. Expertise to create.

Key Benefits

Ease of Use

High quality newsletters and client campaigns are easy to manage. Using your existing client details and with a few clicks and you can easily send out newsletters and marketing information to specific target audiences.

Higher Return on Investment

Email marketing has the potential to offer a higher return on investment than any other media such as press, television, radio and direct marketing, in addition to this an HTML E-Mailshot costs a fraction of its paper equivalent.

Highly Visual

HTML emails don't just give you 'pretty pictures' - they directly boost your bottom-line business. That's why Intelligent Campaigns pays for itself many times over.

Using striking headlines, colours, pictures and a clear layout, they grab the readers attention compared with sending masses of text. Intelligent Campaigns looks professional and maintain company brands standing out in a crowded inbox.

Intelligent Campaigns is fully inclusive meaning that a text only equivalent email can be sent automatically to those on your mailing list who cannot receive HTML emails.

Cost Effective

Affordable, direct, actionable and highly-effective, Intelligent Campaigns can help you build strong business relationships, generating loyalty and repeat business.

An HTML e-mailshot costs a fraction of its paper equivalent - but that's too simple a comparison. The flexibility of e-mailshot campaigns means that you'll start marketing in an entirely different way.

For further information about Intelligent Campaigns and other products and services available from DENOVO Business Intelligence, please do not hesitate to contact DENOVO who will endeavour to respond to your enquiry as soon as possible.