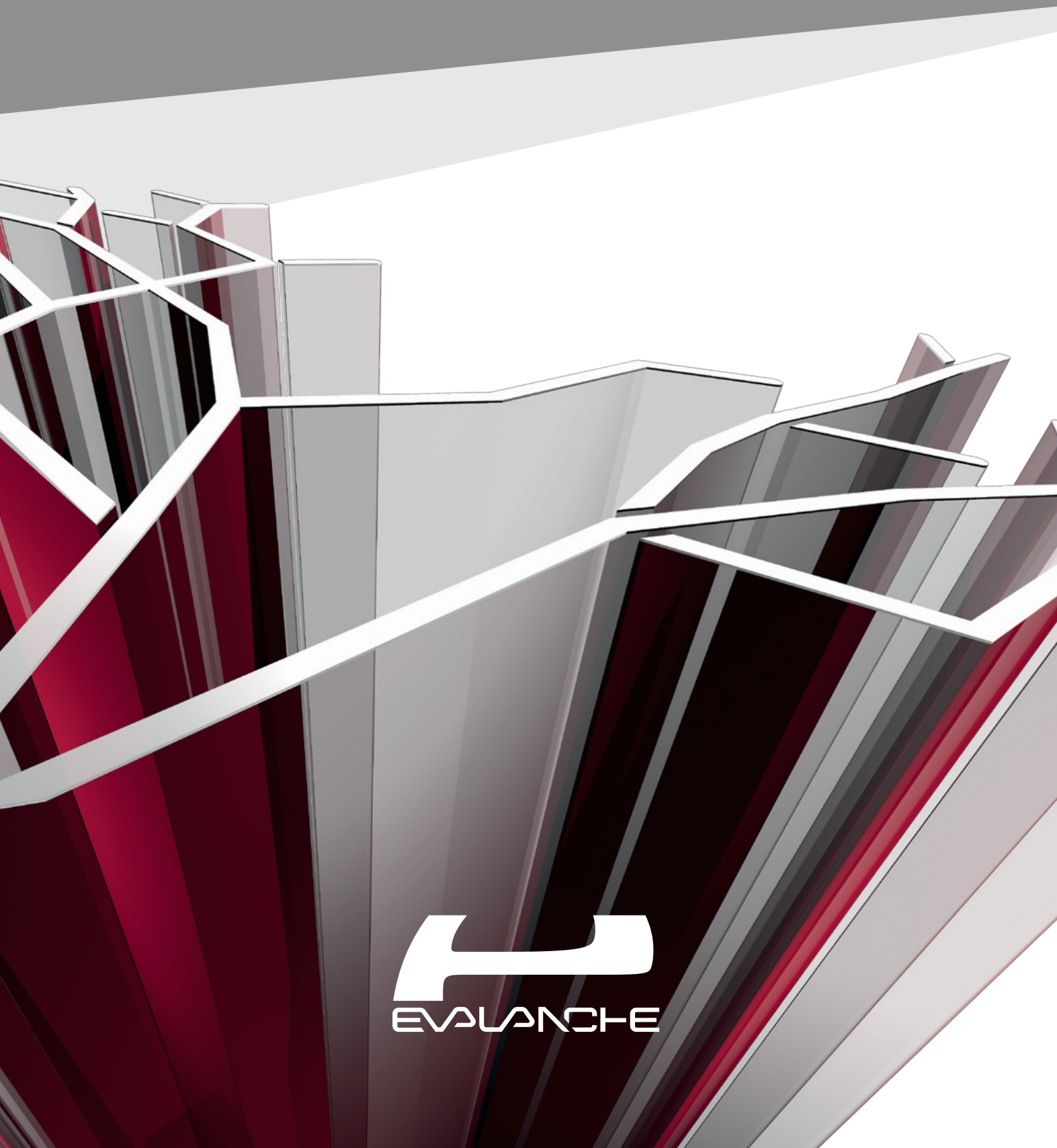
EVALANCHE
SYSTEM OVERVIEW



EVALANCHE
PREMIUM E-MAIL MARKETING AUTOMATION

STRAIGHTFORWARD – EFFICIENT – SUCCESS-ORIENTED

Evalanche is one of the most advanced, web-based e-mail marketing automation solutions on the European market – with an open architecture for international application and for the highest productivity demands. Evalanche specialises in targeted marketing campaigns and effectively supports you in acquiring new customers as well as in interactive and cross-media dialogue with existing customers. Evalanche means: low initial investment for the latest technology of the highest standards. All you need is an Internet connection and a standard browser.

Straightforward

- User-friendly – with unique functionality
- Intuitive – thanks to latest interface technologies
- Universal – thanks to the latest CMS functionality

Efficient

- Effective – thanks to sample scenarios prepared in advance
- Productive – no programming skills required for use
- Accurate – thanks to optimised e-mail marketing processes

Success-oriented

- Personal, thanks to customised content
- Certified – for very high e-mail delivery rates
- Controlled – feedback from key statistics

Evalanche runs on all commercially available systems – whether it is Safari, Windows, Mac OS or Linux.

Browser ready Mobile ready

Evalanche

Content

- Asset Management
- Content Profiling
- Content Individualization
- Content Optimization
- Content Syndication

Communication

- Cross Media Mails
  - Social Sharing
  - PDF Print Version
  - Dynamic Landing Pages
  - Audio/Podcast
  - Mobile Optimization
- Brief (Print)
- Social Media Sharing
- Landing Pages
  - Webforms
  - Websites
- Newsmanager
- Smart Ads
- RSS Feeds
- Testing
  - Eye Tracking
  - Linguistic
  - Client Preview
  - Spam Check
  - Simulation
  - A/B Tests
  - Inbox Monitoring

Automation

- Campaign Management
  - Lead Nurturing
  - Lead Scoring
  - Lead Routing
- Trigger Actions

Profiling

- Targeting
- Tracking
- Profile Scoring
- Activity Scoring
- Content Scoring
- Content Tagging
- Content Profiling
- Persona Matching

Decisioning

- Smart Targets
- Smart Landing Pages
- Smart Websites
- Smart Ads

Data Management

- Virtual Databases
- Big Data Analytics

Reporting

- Campaign Reports
- Conversion Tracking
- Mobile Live View
- Enterprise Dashboard
- Reporting API

Integration

- Import/Export
- Webservices
- Connectors
  - CRM
  - CMS
  - Shop
  - PIM/MAM
- Integration Suite

Management

- Whitelabel
- Multi-client capability
- Content Syndication
- Template Management
  - MultiLingual
  - MultiVariant
- Global Assets
- Billing Reports
- Deliverability
- Basic Configuration
  - Domains
  - SSL & IP
  - User & Roles

Dataprotection

- System Security Guidelines
- Two Factor Authentication
- German Data Privacy
- Certs & Memberships
  - TÜV
  - CSA
  - ISO 27001
  - DDV
  - TeleTrust
  - ISPA
  - ...

Third Party

- Lead App
- Analytics
- Lead Distribution
- Data Washing
- Sales Cockpit

Evolution

Email Marketing

1. Batch & Blast
2. Web integration, Personalisation, Segmentation
3. Synchronisation, Web integration, Personalisation, Segmentation
4. Automation, Synchronisation, Web integration, Personalisation, Segmentation

Lead Management

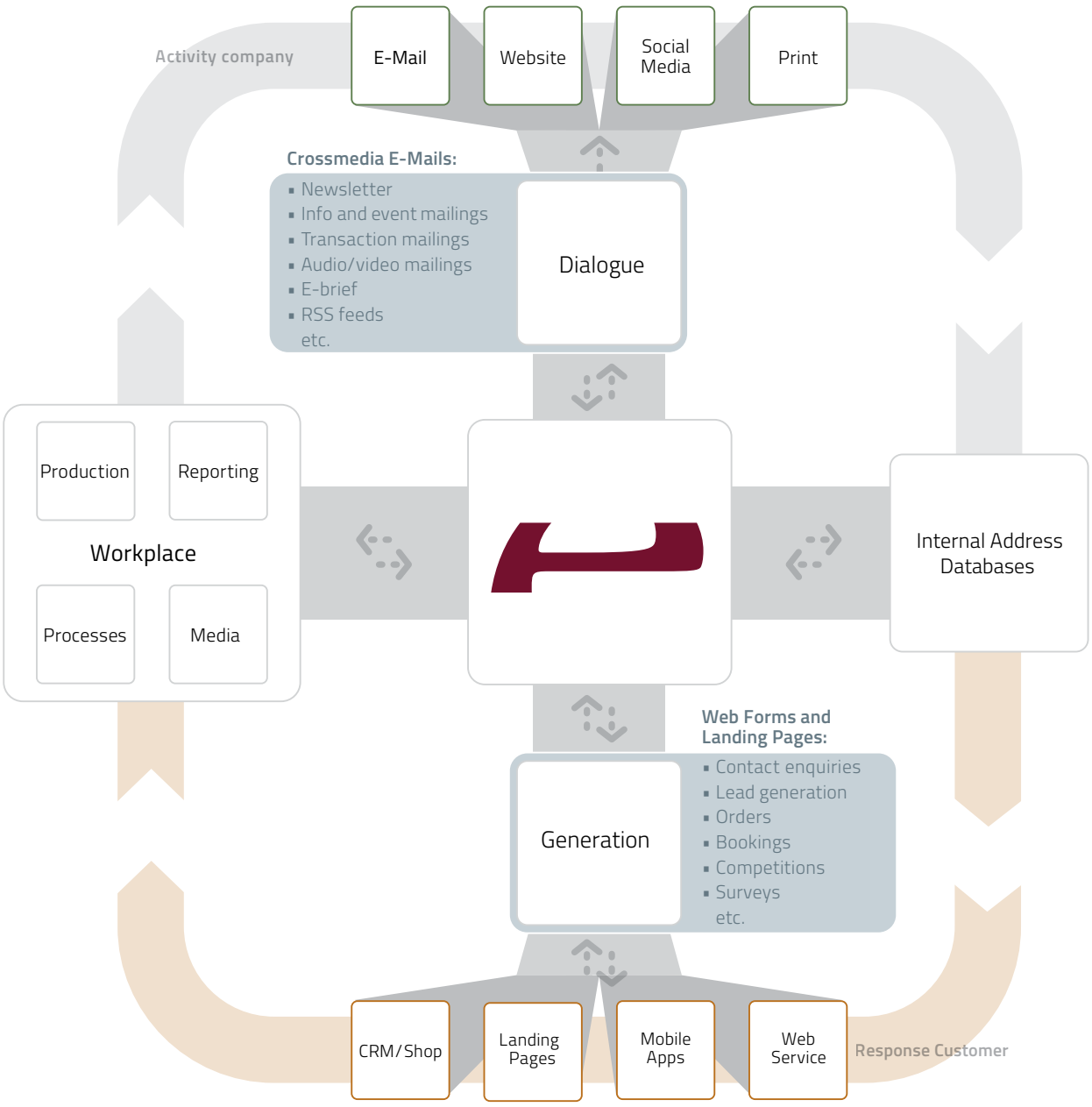
5. Profile enrichment, Automation, Synchronisation, Web integration, Personalisation, Segmentation
6. Process mapping, Evaluation, Profile enrichment, Automation, Synchronisation, Web integration, Personalissation, Segmentation
7. Measurement, Content Management, Enrichment, Process mapping, Evaluation, Profile enrichment, Automation, Synchronisation, Web integration, Personalisation, Segmentation

Depending on individual email marketing objectives and purposes of use Evalanche always has the right tools and guarantees a high investment security by functional scalability

"Evalanche ensures maximum flexibility thanks to certified interfaces to external systems such as SAP CRM. What is more, it also offers central management of multi-variant and multi-language templates – for uniform international communication."

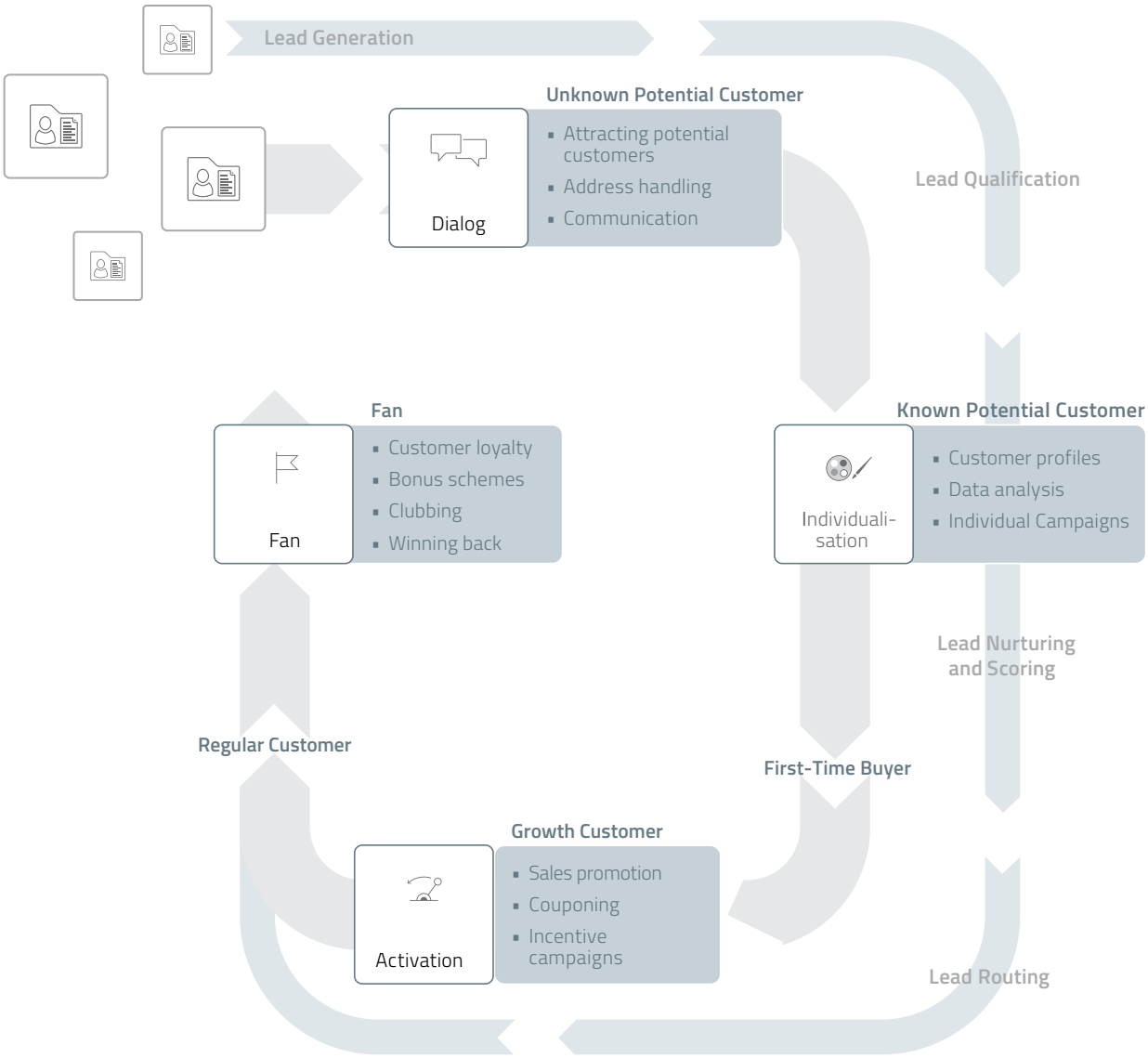
Dr. Andreas Bauer
Director Marketing, KUKA Roboter GmbH

CLOSED LOOP MARKETING



INTEGRATED CAMPAIGN MANAGEMENT

Evalanche manages the entire cycle of closed loop marketing for you – from address generation via the information design to dispatch – and supplies you with key data for the feedback analysis and performance control.



CUSTOMER LIFE CYCLE

High-quality address profiles

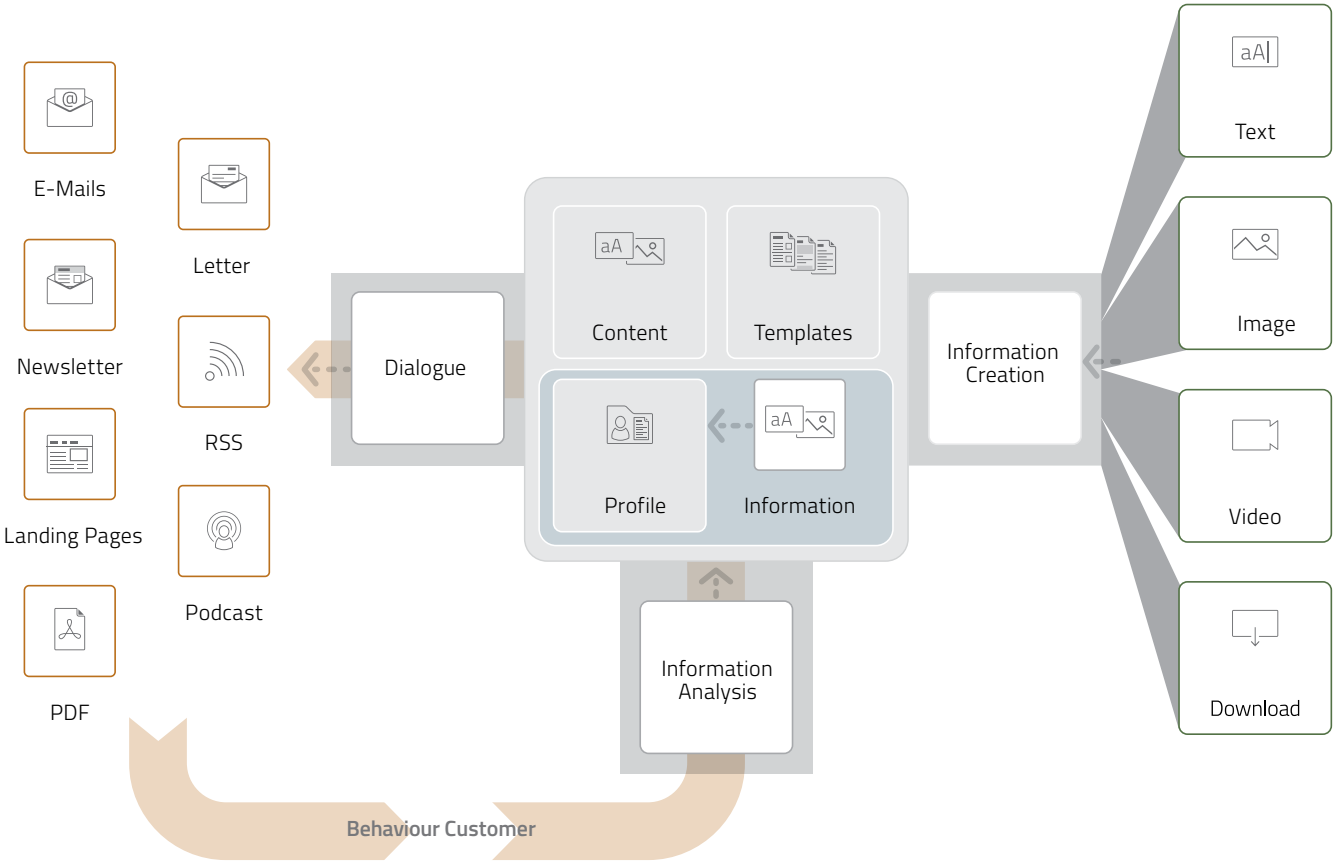
With each campaign, you receive a dynamically refined profiling of your customer data via Evalanche. This ensures that you always have up-to-date and high-quality address profiles.

Customer development based on relevance

Trust for long-term customer loyalty is created through continuously refined customised communication with highly relevant topics. We support you in building profiles with user-friendly web forms, powerful interfaces to CRM and shop systems and meaningful analysis tools. Convert potential customers into loyal regular customers with Evalanche.

"As a global leader in innovation and technology in the consumer electronics industry, we need an extremely sophisticated e-marketing solution like Evalanche that is very user-friendly and can be expanded in line with our requirements."

Achim Mattern
International Online Marketing Manager, Harman International



INFORMATION DESIGN AND COMMUNICATION

Simple design options

We provide templates with which you can create professional newsletters in no time – with no programming skills required. You simply insert texts, articles and images of your choice – the correct scaling and depiction is done automatically, as is the individualisation and personalisation for a targeted one-to-one communication.

Efficient dispatch

State-of-the-art, high-performance servers, available 24/7 ensure smooth and rapid dispatch. Our certifications and white list entries with service providers guarantee very high e-mail delivery rates and a maximum of quality and performance.

Cross-media delivery

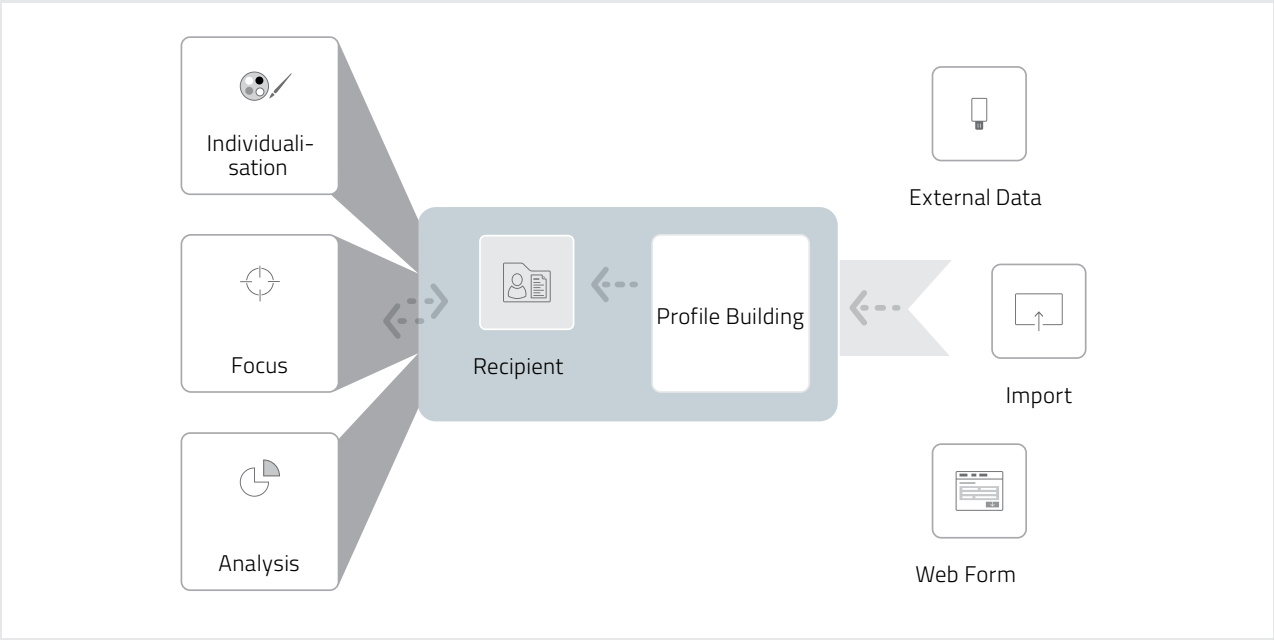
Irrespective of whether the recipients of your newsletters subscribe to the content as an RSS feed, listen to them as podcasts or print them in PDF format – Evalanche automatically makes your content available across media and of course supports you with relevant analyses of which media are used by your target groups.

Meaningful feedback analysis

To ensure your campaign management is successful in the long term, Evalanche offers various statistical analyses that will provide you with accurate information about user behaviour – as the basis for a meaningful feedback analysis. You thus continually improve your target group orientation and increase the efficiency of your communication strategy for future campaigns.

E-MAIL MARKETING
KEY FEATURES AND HIGHLIGHTS

E-MAIL MARKETING



THE BASIS: QUALITY ADDRESSES

Efficient web form configurator
Evalanche generates high-quality address data and keeps it up to date. With the integrated configurator you can create new web forms for address entries intuitively, freely configure fields and adapt the design of the form to newsletters, websites or optimise it for use on mobile devices.

Universal use
Web forms are universally usable – as registration, order or contact forms, on landing pages and microsites, for surveys and competitions as well as password-protected profile centres to generate leads using whitepaper or e-book downloads.

Dynamic enquiry management
Customer enquiries can be integrated into the workflow automatically. This allows you to forward new enquiries e.g. via e-mail to the specified contact person. This ensures that all customers promptly receive a response to their enquiries.

"Evalanche offers comprehensive functionality, good usability, and the highest IT security standards, in particular, as regards implementation of multi-level e-mail campaigns. A further advantage is that as a company, you can first start small taking advantage of one of the affordable options knowing that the solution will adapt to your business in terms of the services it can offer."

Thomas Düker
Team Leader Marketing, AEB

FLEXIBLE CROSS-MEDIA NEWSLETTER

It has never been this easy for web editors to create complex, cross-media newsletters – without any programming skills.

Different newsletter variants from one source

- Responsive and optimised for use on mobile devices
- The classic text & HTML version
- RSS feeds and PDF print version
- Reading service and podcast via text-to-speech
- Social media integration

Dynamically generated landing pages

With a few clicks, Evalanche uses the newsletter content to create a landing page as well as a website containing the long version of the article and a PDF version for printing.

Fully automated image processing

Evalanche replaces the manual processing of graphics, which was required until recently, with fully automated processes:

Simply upload images and Evalanche takes care of the necessary adjustments of PDF, landing pages, and HTML newsletters.

Personalisation at a click of a mouse

Personalisation and customisation is easy with just a few clicks of the mouse. Variable content from databases can be dynamically displayed or hidden, as entire newsletter articles, for different target groups.

EFFICIENT WITH DRAG & DROP

With just a few simple actions you can, for example, replace the cover image of your e-mailings or newsletter, edit the introductory text, or change the order of your articles. You can simply move the articles in the visual editor with the mouse using drag & drop and see immediately how the e-mailings will be displayed to your recipients.

COMPREHENSIVE QUALITY CHECK

Newsletters often consist of a number of functions and content with links to websites and landing pages. Integrated test functions uncover any errors in a timely manner before dispatch. This helps you avoid unpleasant surprises.

- Visualisation check: checks the correct display of content
- Link check: Checks links for reachability
- Spam check: checks the spam rating of the e-mailings
- Individualisation check: Checks the correct individualisation
- Test dispatch: checks the correct display in the e-mail client

E-MAIL CLIENT CHECK INCLUDING MOBILE PREVIEW

Due to constant online availability and decreasing transmission costs, users are increasingly using mobile telephones to receive e-mails. One click and Evalanche Mobile Check checks whether your newsletter is optimally displayed on mobile devices running iOS, Windows Phone, Android or Blackbery OS. Necessary corrections are thus possible in a timely manner before the mailing is dispatched and your message is displayed in the best possible quality on all devices.

ATTENTION ANALYSIS WITH EYE-TRACKING

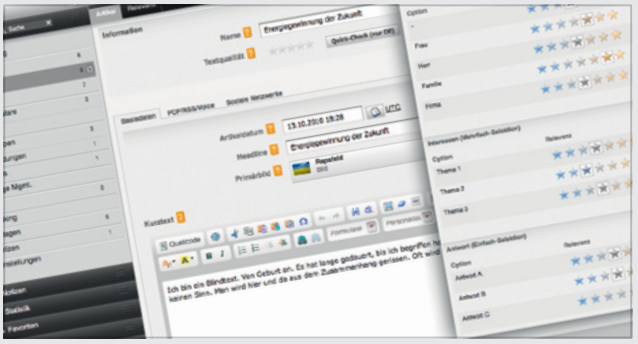
The eye-tracking simulation allows you to check the attention your e-mailings attract. The computer-generated simulation combines image recognition algorithms with a statistical analysis and immediately provides meaningful and objective results about the impact, in the form of eye-tracking analyses and heat maps.

INTEGRATING SOCIAL NETWORKS

The recipients of your newsletters can conveniently share individual articles per mouse click with their social networks, for example XING, Twitter, Facebook, LinkedIn or Google+. Evalanche provides meaningful live statistics and reports. Your newsletter and message gains greater coverage and your communication becomes more successful.

AUTO-SORTING OF ARTICLES

Using our article individualisation you can apply so-called relevance markers to your news, press releases or invitations and allocate these to target groups. During dispatch, the system automatically combines the most relevant content and positions in a manner best suited to each recipient.



LIVE TRACKING AND STATISTICS

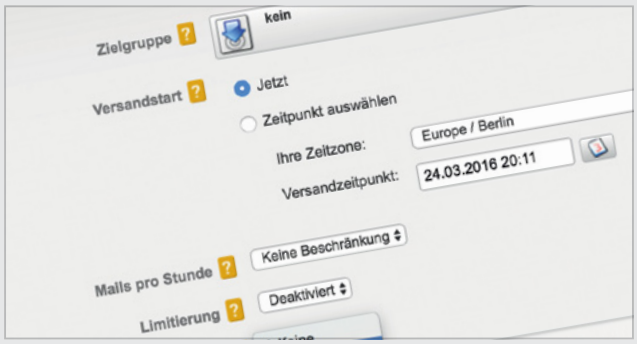
New technology enables you to observe the first customer behaviour results in real-time, during ongoing dispatch. Upon completion, you receive detailed statistical analyses providing you with information about the exact behaviour of your customers.

MULTI-VARIANT CAMPAIGN TEST

Which e-mail variant has the biggest impact on the target group? With our split test, you can simply determine the version that promises the greatest success by sending the different newsletters to a test group. The most successful variant is then used automatically for the remaining recipients. You can define the size of the test group, the winning criteria and newsletter variants yourself.

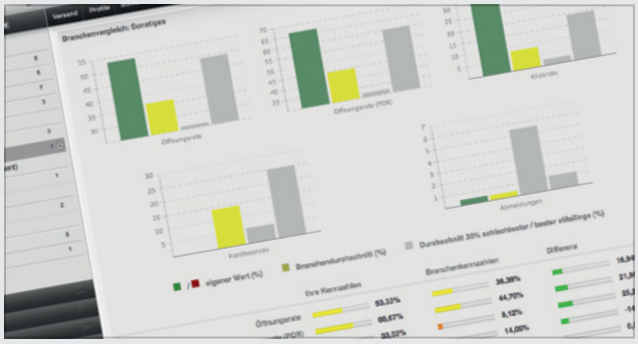
DELIVERY TIME OPTIMISATION

Evalanche uses Delivery Time Optimisation to determine the ideal delivery time using the individual profile history of the recipient. With Delivery Time Optimisation, you can optimise your e-mail's timing – day and hour – to ensure that the recipient will engage with it.

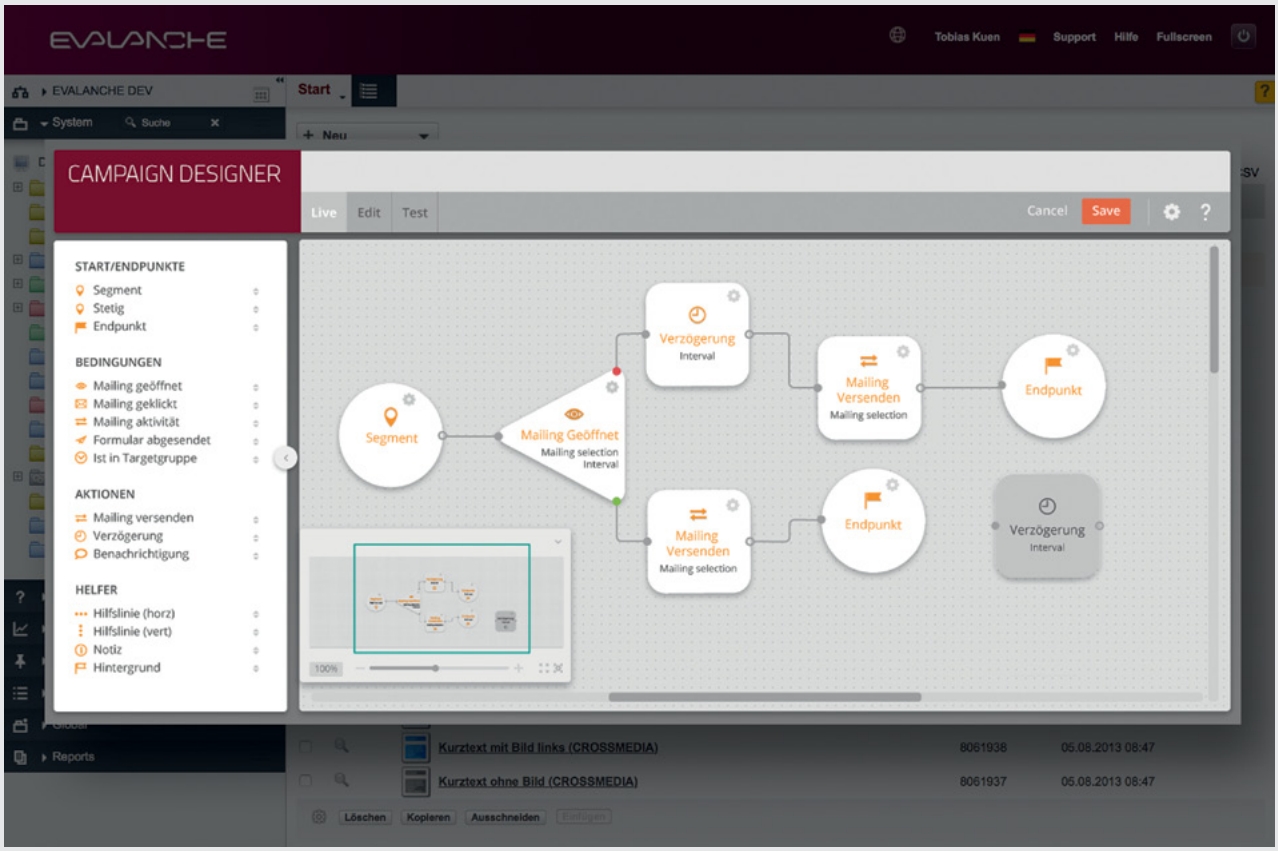


REAL-TIME INDUSTRY COMPARISON

Evalanche compares the success data of a campaign such as opening rates against the industry average. You receive industry-based comparison values and thus valuable indications for possible improvements in future campaigns.



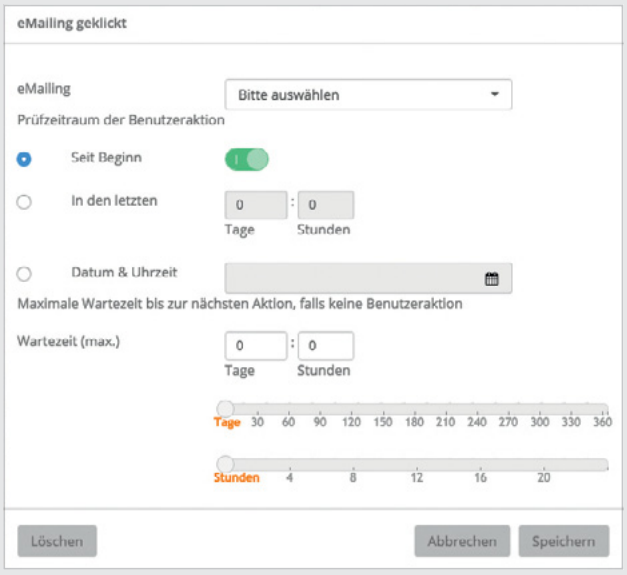
MARKETING AUTOMATION
KEY FEATURES AND HIGHLIGHTS

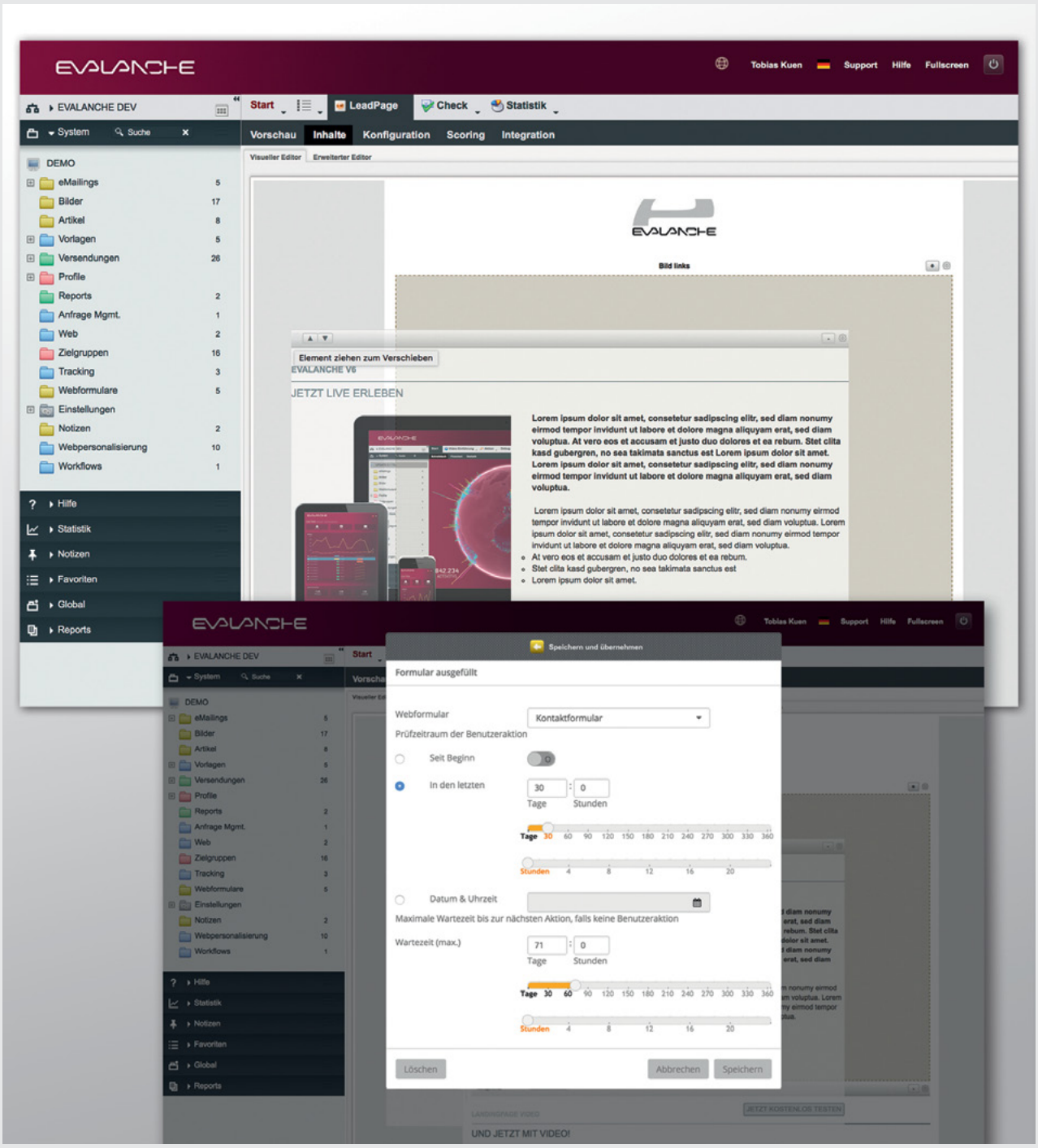


CAMPAIGN DESIGNER

The Campaign Designer combines business process management methodologies with the flexibility of Evalanche object configuration relating to a recipient's profile. As a result, you can quickly create and automatically run integrated campaigns and communication routes.

All objects and parameters can be edited via the configuration menu of the Campaign Designer. As a result, you can easily keep track of all individual processes even in the case of more complex campaign routes.





LEADPAGES

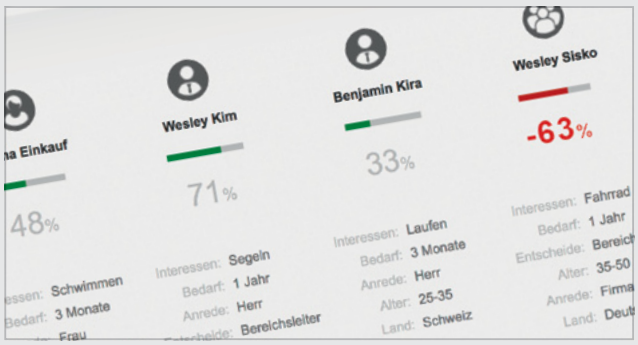
The purpose of LeadPages is is to efficiently generate generate leads in the context of lead management campaigns or marketing automation scenarios. Evalanche generates highly optimised landing pages that adapt to the device (mobile/ desktop) and user profile in real time and display all the content in an individualised and personalised manner.

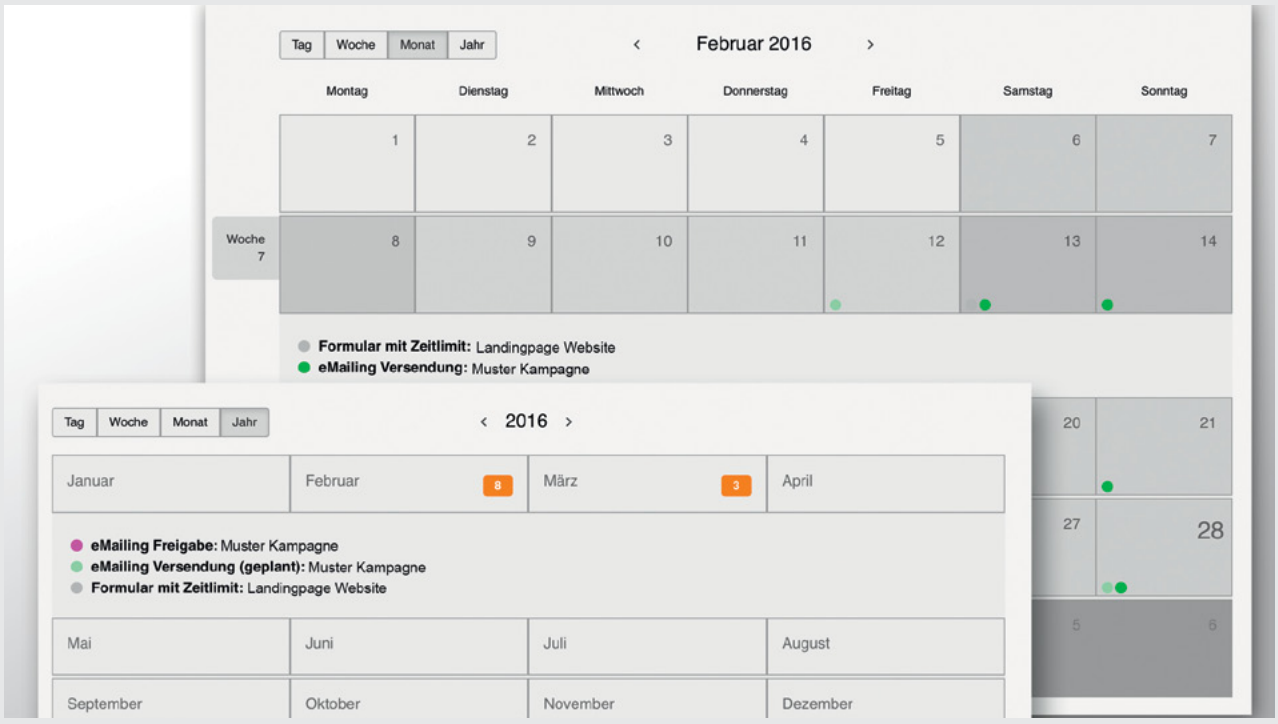
SMART PROFILING

To optimise the profile structure and improve the capture of the information and reading behaviour of subscribers, Evalanche offers different types of profiling – from content profiling, to profile (interests) tagging, to progressive profiling (automated display of input fields) for landing pages.

PERSONA MATCH

Evalanche's Persona Match function is a controlling tool that allows editors to check the relevance of content for predefined personas. Conversely, it offers the option to perform a plausibility check of the personas using the content. Thanks to Persona Match, personas and content can be gradually improved to optimise target group communication.

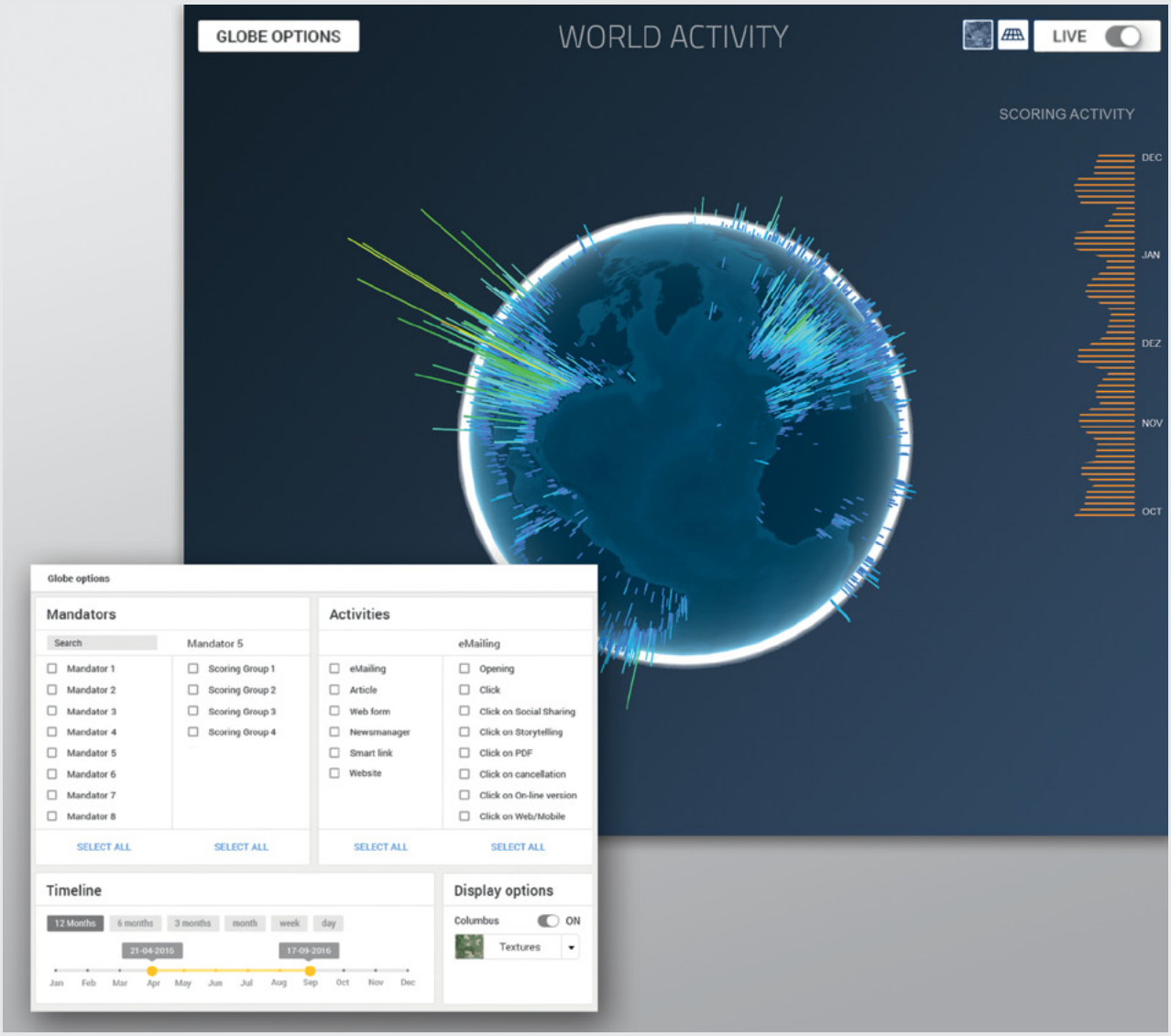




CALENDAR

The Calendar gives you an overview of all upcoming dates and tasks with regard to e-mailings, which can be opened and edited at the click of a mouse. In addition, you can store notes for specific data. With appropriate authorisations, you can subscribe to the Calendar directly from Outlook or Apple calendar.

SCORING



WORLD ACTIVITY

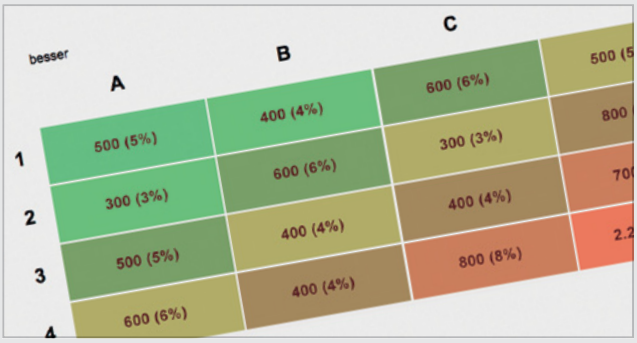
The World Activity Globe visualises all scoring activities of all profiles and arranges them on a three-dimensional freely zoomable and rotatable globe. Data changes over time are shown using animated graphics.

MOBILE LIVE VIEW

For your mobile devices, we offer optimised live statistics that inform you – in near-real time – of the current status of your campaigns. Our mobile live view provides you with both an overview and detailed KPI information on your campaigns at any time, if needed.

MULTI-VARIANT SCORING

A key element of an integrated lead management is the evaluation of leads – the so-called lead scoring. Evalanche now supports you with all the standard explicit and implicit lead scoring information such as profile scoring, activity scoring and content scoring, across the entire lead management process through to the mapping of lead classification data. Additionally, if required, you can flexibly and conveniently connect external systems via Webservice to determine scoring information. Thanks to the provided pre-sets you can set up your first scoring in just a few minutes.

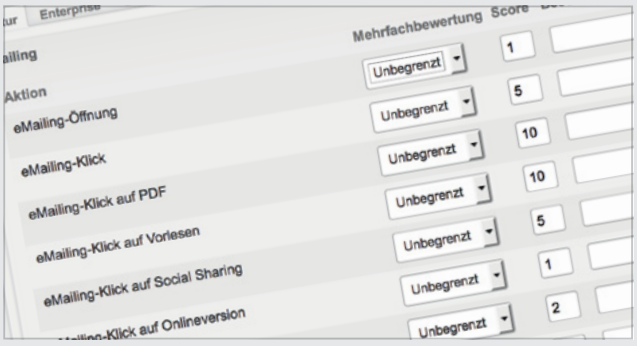


PROFILE, ACTIVITY & CONTENT SCORING

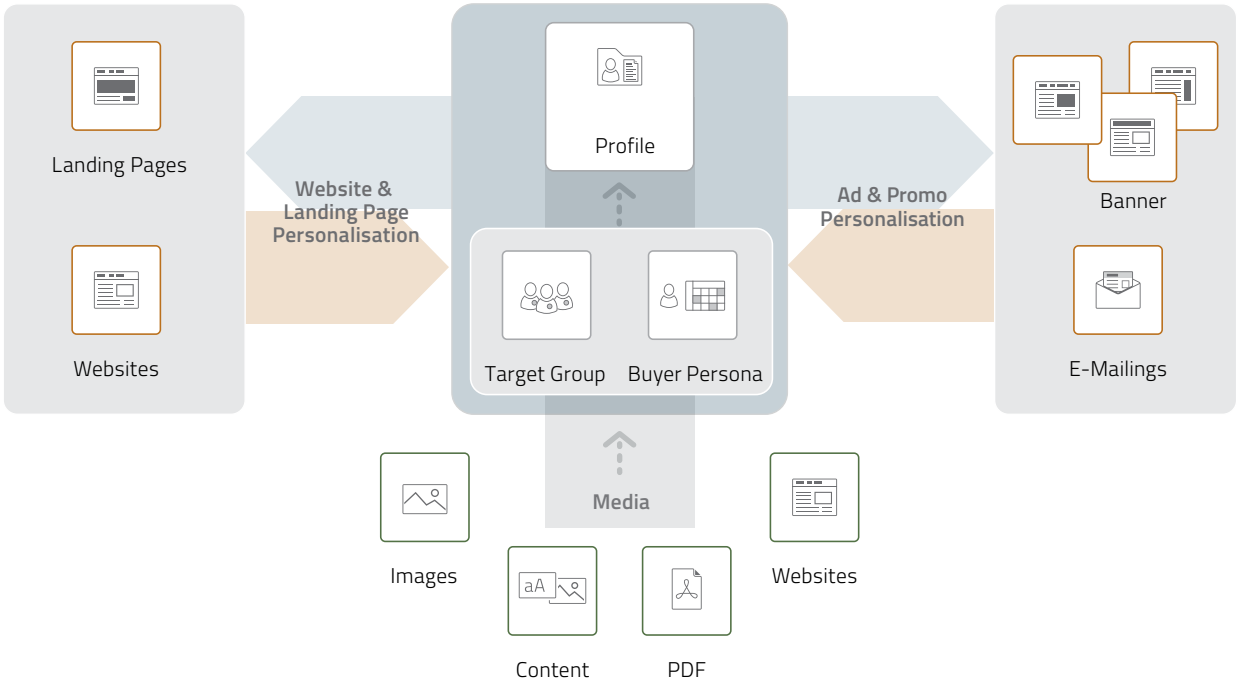
Profile scoring allows you to rate the quality of leads based on profile properties, for example the position held in a company or in an industry. For the evaluation you can either use the explicit profile information or the profile scoring for mapping the buyer persona concepts. You can use activity and content scoring to validate the behaviour of your leads, based on their click and information behaviour.

WEBSITE LEAD SCORING WITH WEB TOUCH POINTS

You can also expand the lead scoring to any websites and add individual score values. For this you integrate the relevant websites virtually automatically, with just a few clicks. In addition, Evalanche takes into account the time spent on the pages and can provide individual scoring values.



REAL-TIME DECISIONING



WEBSITE AND AD PERSONALISATION WITH REAL-TIME DECISIONING

So-called SmartLinks make decisions in real-time to send your users individual link targets based on their profile. These can be media such as images, videos or audio, and downloads or entire areas of content on websites such as landing pages or banner ads. Using the simplest means, you can thus personalise websites, among other things, or control banners for effective and directed retargeting, without having to undertake the normally necessary and costly interventions in template systems. SmartLinks are an ideal targeting addition to any web CMS. SmartLinks can also be used to enrich profiles, depending on which attribute from the Evalanche data pool was stored. The scoring functionality is also supported.

SYNCHRONISATION WITH THIRD-PARTY SYSTEMS

CONNECTORS

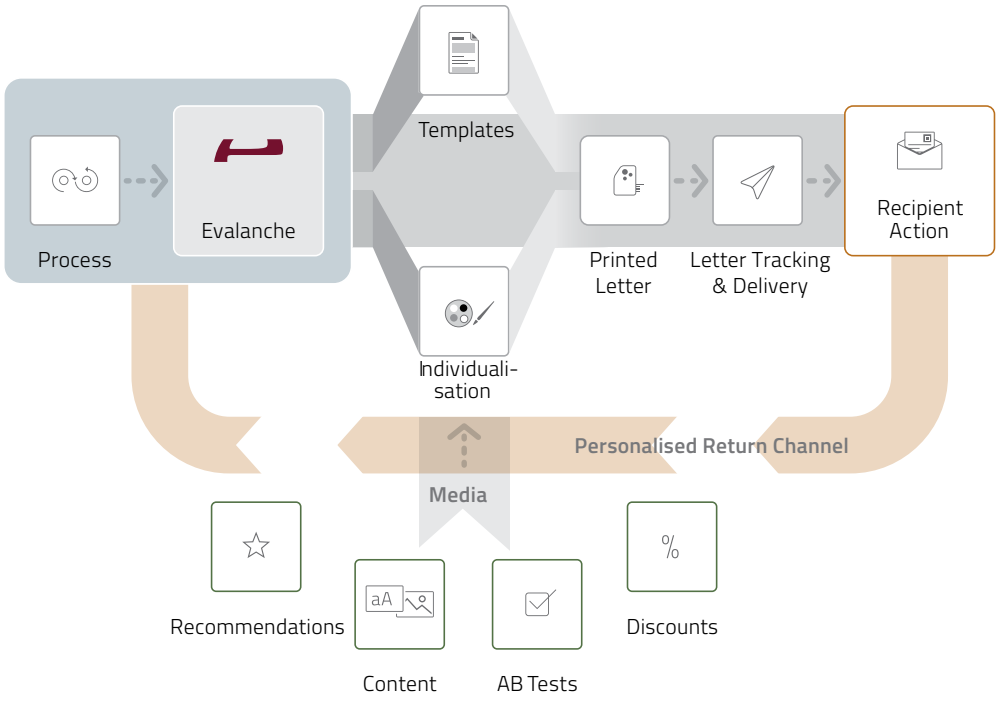
Evalanche offers the appropriate interfaces and connectors for simple and bi-directional data exchange enabling the synchronisation of profile data with third-party systems, e.g. SAP CRM, MS Dynamics, Sugar CRM, update7, saleslogix, Sage, Oxid, Magento, shopware, Grutzeck and ContentServ. Using standardised transmission procedures, the connector for example forwards results from the e-mail marketing campaigns directly to the third-party system – actively or passively and in real-time.

ADD-ONS

LEAD APP

With the new Evalanche Lead app, within minutes you can configure your own branded lead collection forms, e.g. for exhibitions. The Lead app is directly connected to an Evalanche data pool. This way – if required – the collected data can be transmitted immediately and a broad range of communication routes can be triggered and started promptly.

Powered by entergon



SMART DIRECT MAIL

Thanks to the integration of the pin DIGITAL web-to-print interface in Evalanche, you can now also reach your customers fully automated via print (letter, brochure or post card) – of course also personalised and individualised – check the delivery status and measure and manage the offline success via a personalised return channel.

Powered by digital PIN

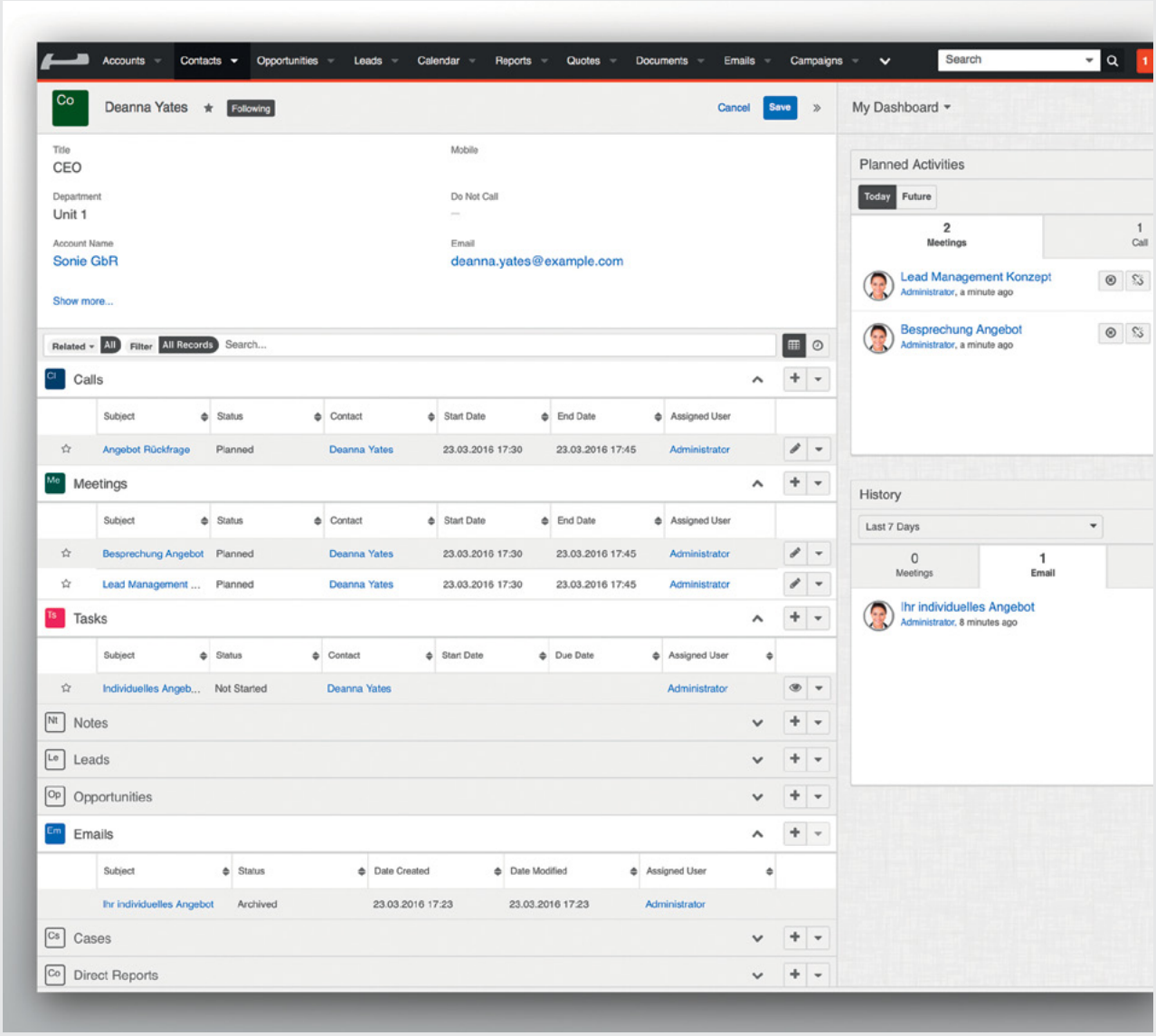
ANALYTICS

BUSINESS INTELLIGENCE – DATA VISUALISATION

With the Analytics Tool, you can easily create complex metrics and multidimensional pivot tables and perform your own analysis. Typically for Evalanche, the graphical user interface is easy to use yet offers all the functions needed for professional data analysis. Visualise your data in interactive dashboards, monitor your marketing performance in real time or track your KPIs on a daily, weekly, or monthly basis.

Powered by datapine

SALES COCKPIT



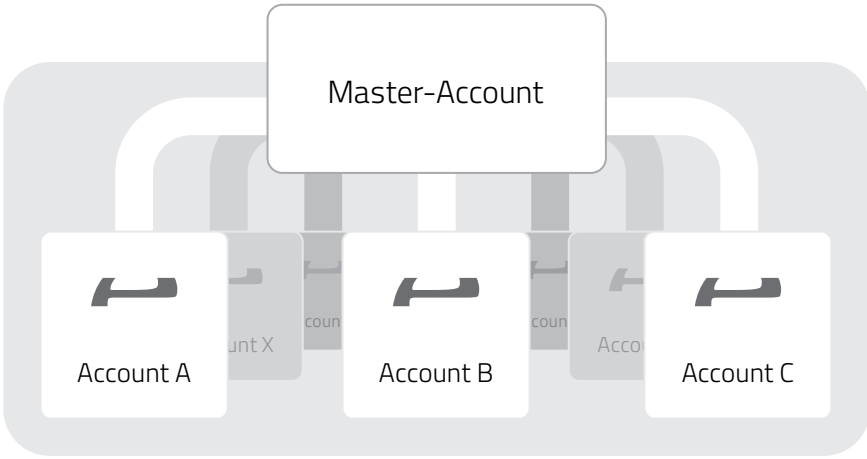
SALES COCKPIT FOR OPTIMAL LEAD MANAGEMENT

The Sales Cockpit as an interface to sales offers a detailed view of lead management. The leads generated and qualified in Evalanche can be conveniently managed for post-production and further communication purposes.

With Sales Cockpit (based on SuiteCRM), the whole company can benefit from better customer relationships, helping to boost sales and customer satisfaction and making your e-mail marketing and lead management even more efficient. Do you already use CRM? In this case, you can use our Sales Cockpit to get started until the integration into the existing system has been completed or use it as a CRM alternative specifically for lead management.

Powered by Marini Systems

MULTI-CUSTOMER MANAGEMENT



Evalanche was designed from the outset to be used by agencies and large corporations interested in setting up any number of independent subaccounts under their master account for their customers or clients. Subaccounts may be set up for subsidiaries, branch offices or agency clients, for example. All accounts are completely independent – multi-customer management is, however, possible throughout.

Virtual data management

- Global and local address management
- Projection of segments in clients
- Bi-directional synchronisation

SECURITY AND PERFORMANCE

Evalanche is available 24/7. This is based on a high-performance IT infrastructure – your safe foundation for high-performance work with the highest protection of your data against destruction or theft.

Secure and available

- Resilient network of high-performance servers
- Automatic, time-controlled database backups
- Encrypted communication via SSL
- Competition agent blocker
- Comparison with the Robinson list

Protection of the data centre

- Highest standards of security apply in the data centres
- State-of-the-art technologies to avoid fire
- Video surveillance, entry and access control
- Redundant uninterrupted power supply
- Redundant Internet access

Certification and white list

- Certified to ISO 27001
- TÜV-certified software
- CSA-certified and white list
- DDV membership
- TeleTrusT – Security made in Germany
- Compliant with the DDV-code of ethics for permission marketing
- Cooperation with service providers (ISPs)
- Blacklist monitoring

Additional security with Security Key

With the USB Security Key from Evalanche, customer and campaign data can now be protected with maximum security against outside attacks. Using a field on the login page, this transfers a constantly changing password sequence (OTP) and protects against password theft, for example from key loggers, phishing or man-in-the-middle attacks. The Security Key can also be used to authorise access outside the IP address range of the company.

CERTIFIED QUALITY

The certification to ISO/IEC 27001 and the certification for data security and functionality from TÜV SÜD represent an independent recognition of the quality of services offered by Evalanche. Customer-oriented core competence for software maintenance and further development directly on site in Germany is the guarantee for first-class service – with rapid response times. Evalanche is hosted in TÜV-certified computer centres and stands for state-of-the-art e-mail marketing for the international market.

ISO 27001
ISO/IEC 27001:2013

TÜV SÜD

SAP® Certified
Powered by SAP NetWeaver®

CSA
Certified Senders Alliance

@ DDV Ehrenkodex E-Mail Marketing

SecurITy made in Germany

DDV Deutscher Dialogmarketing Verband e.V.

cloud services MADE IN GERMANY