

Prove Your Value. Control Your Campaigns. Maximize Your Results.

MarketVoyce hosted software gives you the tools you need to control and manage your marketing programs, while proving your bottom line impact with automated tracking and measurement reporting. And, it's entirely Web-based - no IT required.

MarketVoyce software does double duty. It gives you the tools you need to implement your marketing campaigns **and** measure and report on your results. MarketVoyce is a comprehensive, Web-based marketing software solution that gives you the power to prove your value, control your programs, and maximize your results.

With MarketVoyce you get a clear view into all your programs ensuring that team member efforts are coordinated, deadlines are met, branding and messaging consistency prevails, approvals are expedited, and opportunities are maximized. In addition, you get a comprehensive view of campaign results so you immediately know what programs are winners. The right marketing management tools keep track of all the details, so you can focus on the big picture.

You're in control with MarketVoyce.



The MarketVoyce Solution: Prove Your Value, Control Your Campaigns, Maximize Your Results

- **Budgeting & Forecasting:** Track and manage expenditures.
- **Campaign Management and Delivery:** Implement your campaigns with ease using tools designed to give you control over your entire marketing program.
- **E-mail Broadcast Services:** Leverage one of your most valuable assets - your house e-mail list - to generate more leads and sales.
- **Tracking, Measurement & Reporting:** Track, measure, and report on your prospect and customer responses regardless of how they choose to communicate with you - transparently and automatically.
- **Lead Management:** Turn prospects into customers and maximize current client relationships.
- **Web Application Service - No IT Required:** Access and manage your program from any location worldwide; there is no software to install - all you need is Internet access and a browser.

Why MarketVoyce

The key to showing the impact your marketing program is having on your organization's bottom line is a marketing solution that gives you the tools to deliver day-to-day campaigns and provides automatic measurement and reporting of campaign results. Prove your value, control your campaigns, and maximize your results with MarketVoyce.

You're in Control: Campaign Management and Delivery

You're responsible for planning and delivering marketing campaigns that drive revenue - on time and within budget. Your value to your

organization is maximized when campaign management and delivery is simplified and automated so resources are dedicated to driving leads and sales, not administrative functions. MarketVoyce gives you the tools you need to deliver your campaigns with minimal effort, so you can maximize your campaign results.

Marketing departments large and small reap the benefits of MarketVoyce efficient and effortless campaign management; because everyone wishes they had more time and resources.

Your Secret Weapon: Measurement and Reporting

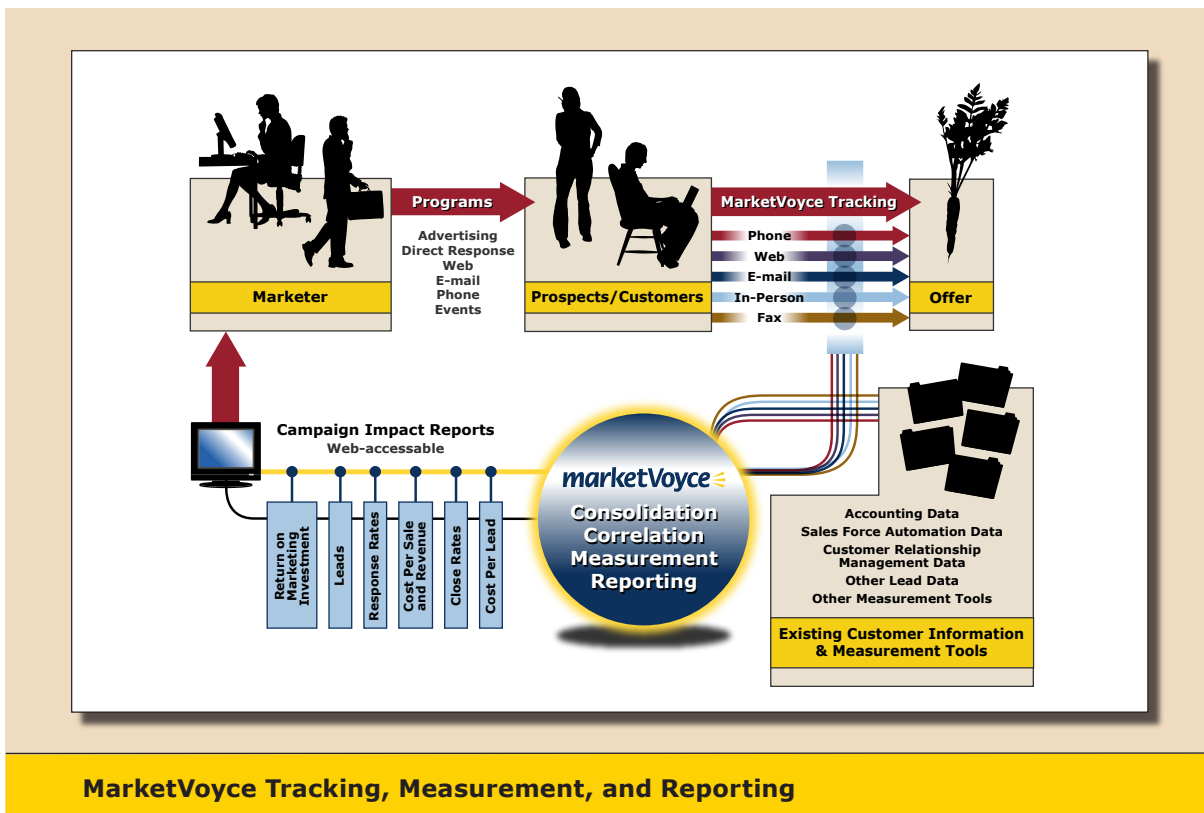
MarketVoyce gives you the power to monitor, track, measure, and report on the responses to your programs. Measurement is a powerful and indispensable tool — a secret weapon that takes the guesswork out of your marketing mix because you immediately know what’s working.

Why don’t more marketing professionals comprehensively track and measure their programs? The reasons are many: it’s too time consuming, gathering information is challenging, all prospect responses aren’t monitored,

and reports are complicated to generate and provide limited useful information. What’s the solution? **MarketVoyce.**

MarketVoyce makes measurement easy and cost effective. It eliminates all measurement hurdles with automated monitoring, tracking, and reporting that is seamless and transparent.

- **Monitoring:** It doesn’t matter how prospects or customers communicate with your organization because MarketVoyce monitors all prospect response channels: telephone, fax, Web, mail, e-mail, and in-person.
- **Tracking:** You know immediately which campaigns are winners and can maximize your results because MarketVoyce automatically tracks and attributes program responses, sales, and revenue to the corresponding campaign for an accurate measure of your efforts.
- **Reporting:** You prove your value and the impact marketing is having on your organization’s revenues because MarketVoyce Campaign Impact Reports visually show the performance of individual marketing campaigns and your overall marketing program.



MarketVoyce Brings It All Together

Tracking and collecting responses is the first step, but provides an incomplete picture of your marketing efforts. To fully prove the impact your programs are having on the organization's bottom line, sales and revenue must be linked directly to your individual campaigns.

MarketVoyce makes this link by importing sales information from internal customer information systems throughout your organization such as customer relationship management [CRM], sales force automation, and accounting programs. After the information is imported into MarketVoyce, response and customer contact information is matched across all data sources and associated to the correct campaign. MarketVoyce uses sophisticated technology to ensure high levels of matching accuracy. You guarantee a match, if you use bar or number codes to identify your marketing campaigns.



MarketVoyce Brings It All Together

Start Using MarketVoyce Today!

MarketVoyce is a Web-based, hosted service, so you and your team can be up and running in 5 minutes. The service is accessible from any location worldwide; there is no software to install – all you need is Internet access and a browser.

For more information, please visit
MarketVoyce online at www.MarketVoyce.com
or contact us at 888.487.6810 or info@MarketVoyce.com

marketVoyce 
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