

# Campaign Management

**Tripolis Solutions**  
*Connect. Get ready. We deliver.*

## **Campaign Management**

Tripolis Dialogue brings marketing back to where it belongs: to the hands of the marketing professional. Our revolutionary Campaign Management system allows you to plan and carry out event & trigger based multi channel communications campaigns.

For example, being a media professional you can use Campaign Management to evaluate and automate the conversion process of the trials your clients are using. You can model one or more uploads and write e-mail or SMS messages that, depending on the previous response, will be sent automatically.

Marketing professionals can use the system during events where the enrollment of attendees takes place through smart emails and SMS messages. In this way you can save a lot of time and focus on the things that matter to you most.



**Tripolis Solutions**

*We deliver*

TRIPOLIS SOLUTIONS

**TripolisDialogue**

API Management

## **Campaign Management**

Contact Management

Content Management

Delivery Management

Pixylon

Publish Management

Report Management

Retail Edition

With Campaign Management, you can make complex campaigns without any technical knowledge through our easy drag&drop interface.

Campaign Management can easily be linked to external databases to import already existing data about clients, prospects and markets. These links are made through the API Module.

## Campaign Management

*Plan and carry out complex multichannel campaigns*

### Software

Tripolis Dialogue is a complete e-mailmarketing campaign software that has been designed around specific modules. Depending on the demand of the client, there is always a solution that meets the individual requirements. Tripolis Dialogue is delivered as a complete system. The core of the system is the contact management module for the central storage of the contact data. Next to it is the content management module, which is used to design campaigns and edit text and graphics.

Third module is the publish management, which guarantees 100% e-mail and sms delivery to the recipients. There is also the module campaign management, a unique online drag & drop suite for multichannel and event driven campaign management.

### Tripolis Dialogue

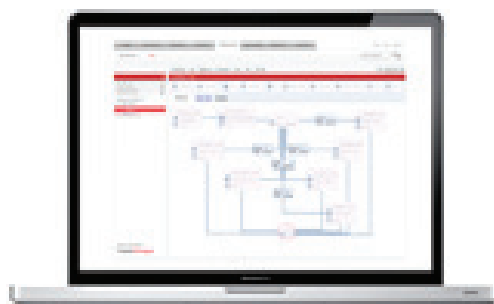
With our practical solutions we help our clients with creating, maintaining and developing (business) relationships. We deliver two services that form the backbone of our company: the e-mail marketing software Tripolis Dialogue and the high-end delivery service Tripolis Delivery.

The Tripolis Dialogue software is a multichannel communication solution that is delivered in a form of software as service (SaaS). Users only need their browser to make e-mail newsletters, send SMS messages and create, launch and evaluate multichannel communication campaigns.

Tripolis Dialogue is available through our industry leading business partners. It's used by more than 2400+ users in more than 500 well established companies worldwide. 99.6% uptime guaranteed. Independent research conducted by Emerce has shown that Tripolis belongs to one of the best Email Service Providers (ESP) in Europe.

TRIPOLIS SOLUTIONS

# TripolisDialogue



### Key Features:

- Workflow management
- Multichannel campaigns
- WYSIWYG drag & drop interface
- Event driven & trigger based
- Design, test & execution
- Easily implement diverse business models
- Import and export to FTP servers

*For further information you can call us on +00 31 (0)20 747 0111 or visit our website: [www.tripolis.com](http://www.tripolis.com)*