

# Content Management

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

## Content Management

The average consumer is bombarded with more than 2000 communication messages on a daily basis. That's why it is important that your message clearly stands out from the rest. You can reach this by making your message personally attractive to the receiver, presenting relevant information and designing your message creatively.

Content Management makes it easy for you to produce, save, improve and re-use content, for e-mail and SMS use. Central part of this module is the media archive, which contains all previously made articles and images. On the basis of metadata it is very easy to search for and re-use previous content.

Within the Content Management module there are multiple editors available. For example, you can use the WYSIWYG editor that marks up HTML and TXT based emailing in a fast and reliable way. You can also use an HTML file that has been made in an external program. .

TRIPOLIS SOLUTIONS

**Tripolis**Dialogue

API Management

Campaign Management

Contact Management

## Content Management

Delivery Management

Pixylon

Publish Management

Report Management

Retail Edition



**Tripolis Solutions**

*We deliver*

You can configure the details of your key messages. Every receiver of the e-mail will get a personalized e-mail or SMS message. The email content can be tailor-made and delivered. Background colors, images and links can all differ per receiver of the e-mail.

The content management module also has web form functionality. It enables you to make specific landing pages. These landing pages are exceptionally useful in gathering and enriching profiles.

TRIPOLIS SOLUTIONS

**Tripolis**Dialogue



## Content Management

*For managing and creating creative multichannel communication*

### 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 multi-channel 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.

### Key Features:

- Multi-channel (e-mail and SMS messages)
- WYSIWYG editor
- Separated storage of content and mark-up
- Easily creates your own web-pages
- Tell-a-friend (TAF) functionality
- Extended storage capabilities for images and existing articles
- Advanced metadata classification and search feature
- Flexible e-mail templates
- Supports all e-mail clients like Hotmail, Gmail, Outlook and others
- Support for attachments
- Test procedures
- Integration with web analytics software

*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)*