

Report Management

Tripolis Solutions

Connect. Get ready. We deliver.

Report Management

Proper reporting is strictly connected to continuous improvement of your business. Without a solid monitoring tool you have no grip on the results and accountability and finally no possibility of improving your online communications.

The Report Management tool gives you a real-time online insight into the performance of your SMS and e-mail messages. On the one side, Report Management facilitates Report Management Metrics such as bounce reports. On the other side, the Report Management tool is directly connected to the mail servers of i.e. Hotmail and Yahoo to get direct insight into possible complaints of recipients.

TRIPOLIS SOLUTIONS

TripolisDialogue

API Management

Campaign Management

Contact Management

Content Management

Delivery Management

Pixylon

Publish Management

Report Management

Retail Edition



Tripolis Solutions

We deliver

To understand in which content areas the receiver has a specific interest, Tripolis measures how many times an e-mail is opened and on which links the recipient clicks. This forms the basis of making very specific and relevant offers to your target groups.

To give you insight in the performance of your mailings and to see if they perform under or above benchmark levels, Tripolis continuously measures your mailings through trend analysis and other benchmarks. If that does not provide enough information then, on your request, we can offer tailor-made in-depth reports that will be sent to you via e-mail.



Report Management

See how your target group reacts to your mailing on an individual level

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:

- Insight into amount of e-mails
- Clear graphs
- Measures open and click behavior of recipient
- Measures time of reading
- Compare results of multiple campaigns
- Export to Excel
- Integration of feedback loops of big ISP's like Yahoo and Hotmail
- Enrichment of database according to click behavior
- Insight into "subscribers" and "unsubscribers"
- Bounce management insights
- Chose who can access the report system
- Accessible through the API
- Link to Google analytics

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