

# Retail Edition

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

## **Tripolis Retail Edition**

Retail organizations with a franchise model and member organizations such as associations, clubs and member societies have special requirements regarding email marketing. For this kind of organizations Tripolis Solutions offers the Tripolis Retail Edition.

The Tripolis Retail Edition is tailor made for communication executives that are responsible for the communication of a franchise chain as a whole, or for individual departments within a member society.

You can keep an overview of all the email marketing statistics of the whole branch, but you don't have to be the owner of the email address database. Also, you can give the franchisee or member the freedom to add content to the campaign and see its own statistics.

TRIPOLIS SOLUTIONS  
**TripolisDialogue**

API Management

Campaign Management

Contact Management

Content Management

Delivery Management

International Edition

Pixylon

Publish Management

Report Management

**Retail Edition**



**Tripolis Solutions**

*We deliver*

Tripolis Retail Edition enables the user to design campaigns and templates centrally, organize the address management, and use a special interface to create users, assign user rights and edit user reports.

The system offers a complete email marketing solution and is designed to be user friendly by ensuring easy operation for inexperienced users.

## **Retail Edition**

*Developed for retailers, dealer- and franchise formulas*

### **Email, mobile & social marketing software**

Tripolis Dialogue is a high-end multichannel dialogue marketing platform for email, mobile and social marketing and designed specifically for (international) marketers and publishers. Tripolis Dialogue is delivered as a complete email marketing campaign system that is built around a number of modules. Depending on your situation there is always a suitable offer.

The basis is the Contact Management Module for centralized storage of data and contacts. The Content Management Module allows you to design campaigns and edit text and images. Afterwards, Publish Management ensures guaranteed email and SMS delivery. The Report Management module provides realtime and very detailed insight into the results of the campaign. Finally, Tripolis Dialogue is expandable with the separate Campaign Management Module: drag and drop a unique online 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 services that form the backbone of our company: the email 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 email 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 2,500 users in more than 1,000 well established companies worldwide.



### **Most important features:**

#### *At the level of main-license:*

- Central dashboard for management overview and control over sub-accounts
- Branding of sub-accounts with logos and stylesheets
- Management of templates and content for local newsletters
- Import of (de)central contact lists
- Statistics of (de)centralized campaigns

#### *At the level of sub-license:*

- Local creation of content for the campaign
- Easy drag&drop interface for editing newsletters
- Sending personalised email and newsletters based on own files
- Statistical insight in campaign

*For more information, please call us*

*+31 (0)20 747 0111 or visit our website:*

*[www.tripolis.com](http://www.tripolis.com)*