

## Streamline management of all your digital direct communication assets

The Neolane Content Manager™ software option facilitates creation and management of the digital direct communications assets sent by Neolane Campaign™, Neolane's B2C marketing campaign automation application, and its B2B counterpart, Neolane Leads™. Neolane Content Manager allows extended marketing teams to work together to create and maintain all digital messages (emails, mobile, etc.) sent by the Neolane platform.

### Neolane Content Manager

The Neolane conversational marketing platform offers unique support for orchestrating automated outbound programs that sequence sending of multiple messages across multiple channels over time.

Every outbound program supports focused business objectives. In a B2C context, a given program will automate the process of welcoming new customers. Another will aim to get loyal customers to buy more products more often. Yet another will seek to reactivate dormant customers. In a B2B setting, a program will automate the seminar invitation process, while another will focus on moving leads along the marketing pipeline by sending a series of marketing offers (white papers, testimonials, etc.) to prospects over a set period of time.

Neolane outbound programs enable unique automation and optimization of the outbound direct marketing function. They put the effectiveness of cross-channel direct marketing to work toward specific business goals. They however lead to an increase in the variety of direct messages marketers must maintain. While one program will make use of shipping confirmation emails, another will leverage personalized newsletters, and a third utilize geo-personalized mobile text messages.

Neolane Content Manager simplifies management of the one-to-one digital messages sent by the Neolane conversational marketing platform.

### Cross-Channel Content Management

Neolane Content Manager separates copy from design. Reliance on standard style sheets (CSS, XSL) to define formatting and of open XML standards to define content makes this separation possible. A given message, for instance an order

confirmation, can be rendered and sent as an email or as a mobile text message. Supported digital channel renderings include HTML, plain text, and MIME multi-part emails; SMS, MMS, and WAP Push mobile messages. Production of PDF and RTF documents for digital distribution is also supported. With its support for channel-independent digital communications, Neolane Content Manager contributes greatly to Neolane's simplification of outbound cross-channel marketing.

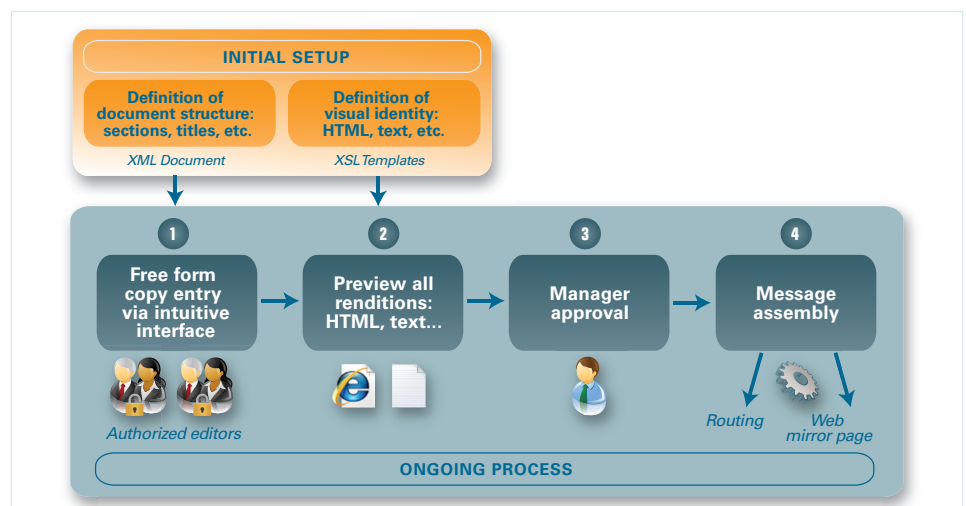
### Personalization

Neolane Content Manager lets you create personalization rules that take advantage of traditional merge fields and conditional content blocks.

Neolane's block-based personalization is central to the platform's one-to-one marketing strengths. Neolane Content Manager enables you to maintain a set number of templates (invitations, reminders, satisfaction survey emails) and a set number of personalization blocks (multiple product messaging, multiple editorials, multiple brands) separately. Blocks are personalized and inserted dynamically into templates at the time of one-to-one message assembly.

### Key Features

- Cross-channel message content management
- Rendering via email, mobile text messages, mirror Web pages, PDF, and RTF
- Preview all renditions
- Merge field- and block-based personalization
- Multilingual and multi-brand messages
- Automated creative processes
- Asset lifecycle management



Neolane blocks and templates together make one-to-one personalization surprisingly simple.

Beyond merge field and block-based personalization, the companion Neolane Interaction™ application and its real-time marketing offer recommendation engine let you go one step further in message personalization.

### Support for Multilingual, Multi-brand Programs

Leveraging the above described block-based personalization, several brands and several countries using different languages can share a single template. Support for multilingual and multi-brand marketing contexts is a key strength of the Neolane platform.

### Centralize Direct Communication Assets

Neolane Content Manager centralizes all your digital direct communication assets (templates, blocks, style sheets, etc.) in a central library. Assets can be rapidly repurposed to serve new needs. One immediate benefit of centralization is simplified enforcement of rigorous brand and identity standards – whether programs are executed centrally or locally by distributed marketing teams.

### Automate Creative Processes

Neolane Content Manager's collaborative workflows let you streamline production of all direct communication assets. Copy and creative can be prepared simultaneously by different contributors – within and outside your organization.

### Key Companion Products

The **Neolane Content Manager™** software option streamlines management of the digital direct communications assets sent by **Neolane Campaign™**, Neolane's B2C marketing campaign automation application, and its B2B counterpart, **Neolane Leads™**.

The companion **Neolane Interaction™** application and its real-time marketing offer recommendation engine let you go one step further in message personalization.

### About Neolane

Neolane provides the only conversational marketing technology that enables organizations to easily design and sustain lifetime one-to-one dialogues to increase revenue and gain in marketing efficiency. With its native best-in-class email and inbound-outbound channel fusion capabilities, marketers achieve results in record time. Neolane is used by more than 250 of the world's leading companies including Sony Music, Alcatel-Lucent, Orange, Sears Canada, and Sephora.

### Simplify Copy Editing

Editors can easily participate in the creative process by entering free-form copy via an intuitive interface, with little to no training required. Neolane Content Manager can also connect to XML feeds and existing content repositories.

### Asset Lifecycle Management

Neolane Content Manager leverages the Neolane Workflow engine to manage your end-to-end digital direct marketing asset lifecycle – from creation and acquisition of content, to manager approval, assembly, routing, and archival. The security model lets you fine-tune rights and restrictions for each participant: editors, graphic designers, occasional contributors, managers, and administrators.

### Conclusion

Neolane Content Manager offers an effective solution to the need for streamlining management of all your digital direct communication assets. Neolane Content Manager boosts productivity of internal and external creative teams. The option is key to Neolane's ability to send personalized messages to millions of individuals across multiple channels.

### Key Benefits

- *Increased productivity*
- *Process acceleration*
- *One-to-one personalization*
- *Simplified international marketing*

Sample Newsletter Template



$6 \times 10 \times 100 \times 4 \times 10$   
=  
**240,000**  
possible combinations of  
one-to-one emails

### Neolane, Inc.

One Gateway Center - 7th Floor  
300-334 Washington Street  
Newton, MA 02458

Telephone: +1 617 467 6760

[info@neolane.com](mailto:info@neolane.com)

[www.neolane.com](http://www.neolane.com)

United States

United Kingdom

France

Nordics



Neolane and the Neolane logo are trademarks or registered trademarks of Neolane Inc. in the United States and other countries. All other trademarks contained herein are the property of their respective owners.