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NEW GENERATION OPEN EMERGING CHANNELS ROI PERFORMANCE MOBILE EFFECTIVENESS NEW GENERATION OPEN

Neolane Leads™ Functional White Paper: **Market the Way Top B2B Sales Teams Sell – One Individual at a Time**

DECEMBER 2010

Executive Overview

A complete B2B marketing automation application built upon the Neolane conversational marketing platform, Neolane Leads™ addresses the full breadth of B2B marketing needs spanning demand generation, customer communications, and lead management. Whether prospecting, addressing existing customers, or nurturing a lead, Neolane Leads engages with the individual behind the professional. Neolane Leads markets the way top B2B sales teams sell, winning over one individual at a time.

B2B Marketing Challenges and Opportunities

B2B marketers are challenged to demonstrate their contribution to the top line. Sales teams don't want more leads – they want more qualified leads. At the same time, the breadth of activities B2B marketers must manage is growing in complexity. This is both a challenge, and an opportunity. What is at stake here is the clear potential for B2B marketers to become recognized contributors to sales performance.

Demand Generation

Marketers must deploy effective demand generation tactics. Those programs must target the right individuals in prospect accounts with relevant marketing offers that initiate interest in their products and services.

Customer Communications

In addition to “green field” demand generation, marketing teams are increasingly entrusted with keeping customers informed via regular corporate communications. They are sometimes also chartered with customer retention, loyalty, and up-sell goals. New products must be offered to existing customers. Editorialized newsletters must be maintained.

Lead Nurturing

Innovative B2B marketers, often in high tech industries, have applied one-to-one relationship programs to prospect pools and demonstrated their effectiveness in accelerating purchase cycles. Those programs are effective when they are non intrusive, and present a series of highly-relevant marketing offers and content to specific individuals over a set period of time. Mainstream B2B marketers are now challenged with implementing such programs.

Inbound Inquiries & Interactions

B2B buying patterns have changed. The broad availability of online sources of information, including your corporate Website and social communities of interest, mean that it is often now prospects that initiate contact with your organization. Inbound call center inquiries are critical to most B2B businesses. But inbound processes are often out of synch with outbound marketing initiatives.

Regardless of the inbound channel, first time inquiries must be captured. Subsequent inbound interactions represent so many opportunities to gain intelligence on prospects, and present them with tailored offers that help progress them along your marketing pipeline.

More Communications, Across More Channels, More Often

B2B marketers must thus execute more outbound communications, more personalized, more often, across more channels. They must capture information about prospects in real time during inbound contact. At each opportunity of engagement, they must enrich their understanding of prospects' interests, role in the buying process, budgetary constraints, and procurement timeline.

Neolane Leads markets the way B2B sales organizations sell: one individual at a time, tailoring personal offers and value propositions to every individual at every opportunity of contact.

Distributed Marketing Execution

B2B marketers must often support "distributed marketing execution" which allows local or partner marketing teams to localize campaigns maintained by central marketing teams.

Partnership with Sales Teams and Accountability

B2B marketers must lead all the aforementioned activities while keeping one goal in mind – that of delivering a steady stream of high-quality leads to their sales teams. The marketing automation system they use must seamlessly integrate with their organization's sales automation systems. And they must demonstrate the contribution of marketing spread to sales pipeline and revenue.

Market the Way Top B2B Sales Teams Sell – One Individual at a Time

B2B marketers are chartered with doing more with less, all while being held more accountable than ever. Those challenges seem daunting; unless they turn to a platform architected from the ground up to radically simplify the automation of one-to-one direct communications.

Neolane Leads, a complete B2B marketing automation application built upon the Neolane conversational marketing platform, elegantly tackles today's and tomorrow's B2B marketing challenges using the proven technology trusted by B2C marketers worldwide to power millions of simultaneous one-to-one conversations with individual consumers.

Single Marketing View of Organizations and Individuals

The process begins with the creation of a central marketing datamart or data warehouse, a single system of record for customer and prospect information, out of which all campaigns are driven. Neolane offers a complete yet configurable B2B marketing data schema, accelerating the deployment of your marketing automation system. With Neolane's built-in list loading tool, later described, populating your marketing datamart or data warehouse is a snap.

Centralized Planning

Out of the box, Neolane Leads facilitates program planning, budgeting, segmentation and list selection.

***“By 2015,
30% of Global 2000
companies that
focus on improving
lead management
processes will
increase revenue
5% to 10% ...”***

*Chris Fletcher, of Gartner, Inc. in
his February 25, 2010 research
note entitled Lead Management
Investments Drive Revenue
Improvements.*

The companion **Neolane MRM™** application augments Neolane Leads with comprehensive enterprise marketing resource management. Neolane MRM supports collective planning around a single plan with real-time reconciliation of forecasted and actual budgets. Seamlessly integrated with Neolane Leads, Neolane MRM lets you rapidly toggle back and forth between high level plans and individual campaigns – all within a single environment.

Comprehensive Lead Management

Neolane Leads lets B2B marketers gain control over their marketing pipeline with complete services for acquiring leads from multiple sources, for scoring leads, for monitoring the marketing funnel, and for connecting with popular sales force automation systems including Microsoft Dynamics, Oracle CRM On Demand and Salesforce.com.

Simplified Acquisition, Cleansing, and Enrichment of New Prospects

B2B marketers continuously harvest new prospects from a variety of sources: individuals handed over to them by their sales teams (an automated process with Neolane Leads), respondents to direct response initiatives, inbound visitors to their call center or Web sites, and externally procured prospect lists.

With comprehensive Web tracking, email tracking, landing pages, multi-step surveys, list loading, and data cleansing functionality, Neolane Leads offers comprehensive services to continuously load new individuals into your marketing data store.

Repeat interactions with those individuals in turn let you gain insight into their level of interest, role within the procurement process, buying timeline, and budget – turning fleeting activities by unknown individuals into marketing leads.

Web Tracking

Neolane Leads lets you track both identified and anonymous visitors’ behavior on your website and third-party domains with which you have a tracking agreement.

The tracking mechanism is lightweight and can be rapidly implemented by inserting a single JavaScript tag on all the pages to be tracked for marketing purposes. This mechanism lets you hone in on the interest any prospect has in your products and services as they browse your websites and those of your affiliates for information.

Support for anonymous tracking lets you capture prospects’ interest before you have identified them. This behavioral insight is later matched back to individuals once they identify themselves, by completing a landing page survey for example.

As we’ll see later, browsing activities can be harnessed in custom lead score calculations.

Email Tracking

Similarly to Web tracking, Neolane Leads lets you capture all individual email openings and clickthroughs performed in the emails you send customers and prospects. As we will see further down in this white paper, email clickthroughs can also be used to calculate custom lead scores.

Landing Pages

Out of the box, Neolane Leads provides a number of rapidly-configurable landing pages, surveys, and thank-you pages to address your various acquisition, demand generation, up-sell, cross sell, and nurturing initiatives. Examples of landing pages supported out of the box include event registration, gating of collateral pieces in support of email or direct mail campaigns, and email newsletter subscriptions.

Multi-Step Personalized Surveys

An option to Neolane Leads, Neolane Survey Manager™ enhances the native landing page, surveys, and thank-you pages available in Neolane Leads with support for productive creation of personalized multi-step online surveys.

Via an intuitive interface, marketers may rapidly develop custom personalized surveys in support of objectives such as lead qualification, satisfaction measurement, and seminar registration.

Dedicated reports allow marketing teams to look up, monitor and analyze results collected from respondents. Information collected enriches the individual's record in Neolane Leads, enabling further lead scoring, segmentation, and targeting.

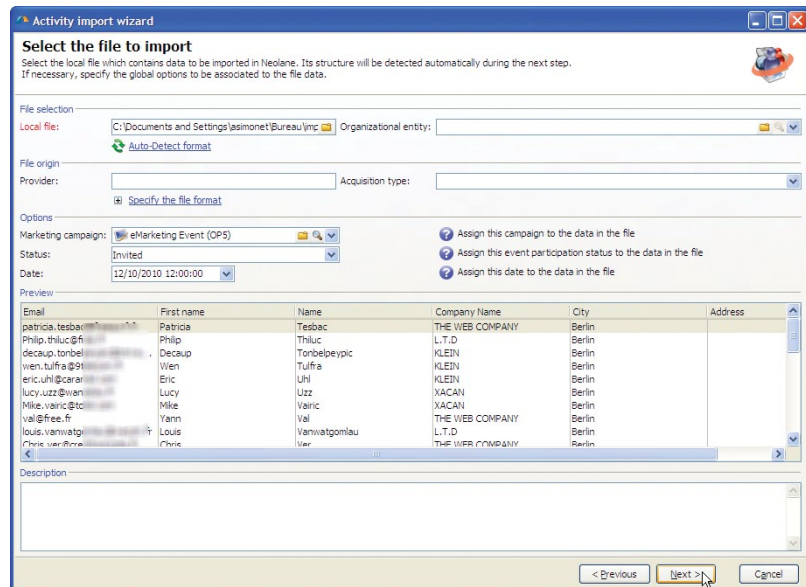
Easy-to-Use Wizard to Load External Lists

Neolane streamlines the process of loading external prospect lists into your marketing datamart or data warehouse. Those files might be purchased from a broker or originate from marketing activities not managed by Neolane Leads, such as badge swipes at a tradeshow, paid search engine keyword program, or partner co-marketing activity.

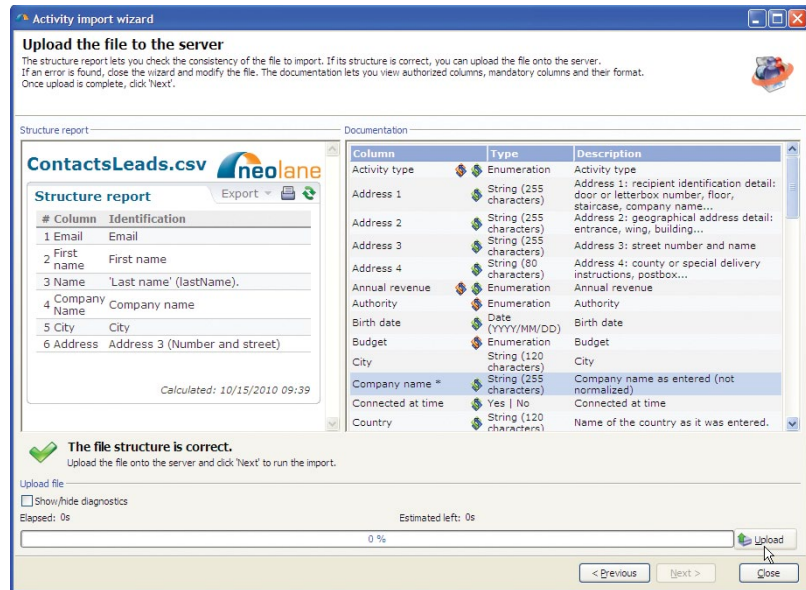
A two-step process simulates the impact of the list load on your data store before you perform the actual import. This puts strong safeguards in place against unintentionally damaging your marketing data store.

Lists of various formats including tab separated text and comma separated text may be uploaded. Marketers may at that point use intuitive drop-down menus or free-form text entry to describe the list for the purpose of future segmentation, targeting, and reporting. List qualification fields include:

- The origin of the file (for example, "Swiped Badges at Global Tradeshow of Alpha Products Manufacturers")
- The type of marketing activity (for example, "Paid Search Engine")
- The marketing campaign (for example, "FY2010 Gamma Product Launch")
- The date of upload



Drop down menus let you describe the origin of the external list

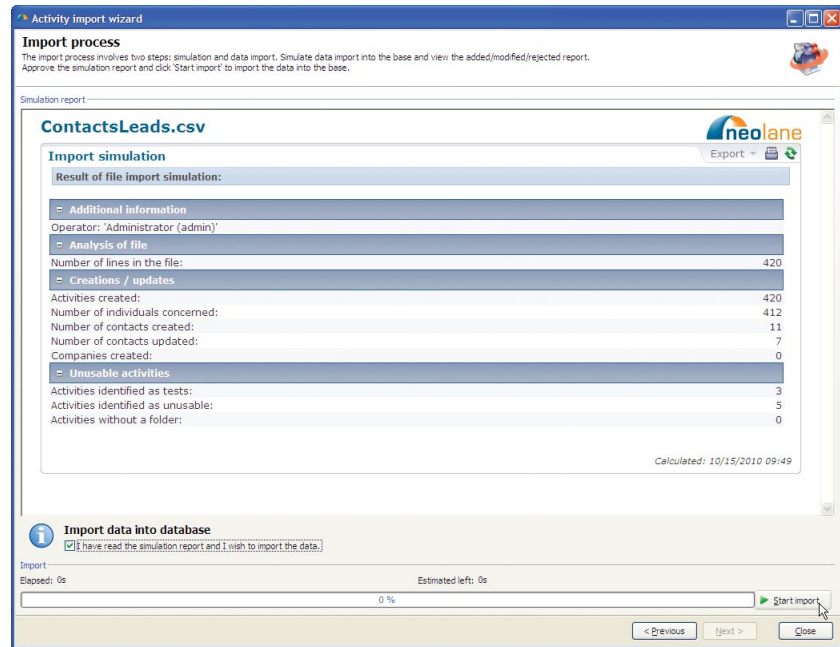


Fast mapping of external list headings to your normalized data store fields

The initial list import is quarantined outside of your Neolane Leads data store. The import wizard in turn identifies the structure of the file and lets you rapidly map the file's column headings to normalized fields in your data store.

An upload simulation is then carried out. A report is made available that details the number of new contacts about to be imported, and those that will be rejected for lack of sufficient information.

If the simulation is satisfactory, the import may be performed for good and the list imported into your Neolane Leads data store, with the peace of mind that the external list load is conserving your marketing data store quality.



List upload simulation ensures ongoing marketing data store quality

Automated Data Cleansing

The Neolane Leads data cleansing process, a built-in but configurable visual workflow, is triggered automatically whenever external prospect lists are imported into your datamart, an individual fills out a survey, or one or more contacts are sent to Neolane Leads from your CRM system by a sales representative.

Neolane Leads data cleansing is a continuously running process designed to achieve the highest degree of data quality in your marketing data mart. It encompasses a number of operations listed below that are performed automatically as new individuals and their attached marketing activities arrive into the marketing data store:

- Match back to a known individual and attach new activities
- Create a new individual on the fly
- Match back to a known organization and attach activities to the organization
- Create an organization on the fly
- General data cleansing and normalization (title, name fields, etc.)
- Detect and reject unusable contacts if information is insufficient

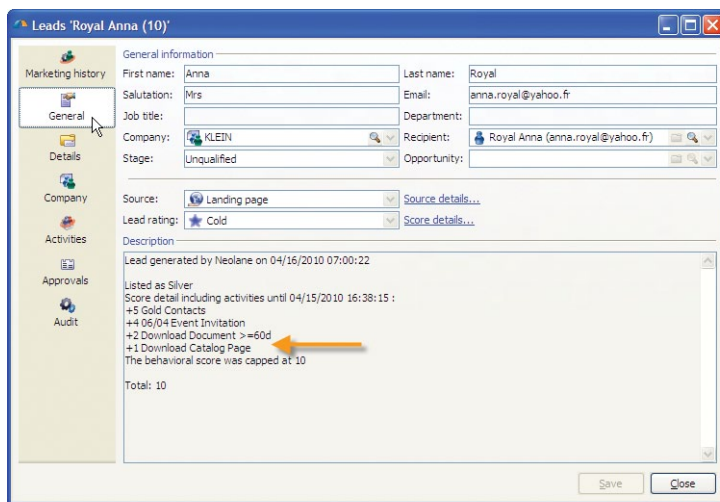
Continuous Scoring of Marketing Leads

Upon completion of automated cleansing processes, individuals accepted into the Neolane Leads data store are from then on labeled and treated by the Neolane Leads application as “marketing leads” or “leads” in short. This automated change in status triggers the calculation of a lead score by the Neolane Leads scoring engine.

The lead scoring engine operates continuously and in real-time. It is applied to all new incoming leads as well as to existing leads to which one or more new marketing activities have just been attached. A new Web behavior may, for instance, lift a lead score, trigger transmission to a sales representative, and prompt a telesales call.

Popular lead scoring methodologies such as BANT are supported, but you can also tailor your own score calculation leveraging declared information provided by the prospect and inferred information such as browsing history, newsletter subscriptions, email clickthroughs, downloaded documents, and so on.

Neolane Leads’ continuous scoring capabilities let you gain visibility into the state of advancement of your marketing pipeline, both at the aggregate level and at the individual level.



The screenshot shows a software window titled "Leads 'Royal Anna (10)'" with a sidebar on the left containing icons for Marketing history, General, Details, Company, Activities, Approvals, and Audit. The main area is divided into sections: "General information" with fields for First name (Anna), Last name (Royal), Salutation (Mrs), Email (anna.royal@yahoo.fr), Job title, Company (KLEIN), Recipient (Royal Anna (anna.royal@yahoo.fr)), Stage (Unqualified), and Opportunity; "Source" (Landing page) and "Lead rating" (Cold); and a "Description" section. The description text reads: "Lead generated by Neolane on 04/16/2010 07:00:22", "Listed as Silver", "Score detail including activities until 04/15/2010 16:38:15 :", "+5 Gold Contacts", "+4 06/04 Event Invitation", "+2 Download Document >=60d", "+1 Download Catalog Page", "The behavioral score was capped at 10", and "Total: 10". An orange arrow points to the line "The behavioral score was capped at 10". At the bottom right are "Save" and "Close" buttons.

Real-time view of the status of an individual lead

Flexible Scoring Rules

Neolane Leads currently supports three separate numerical lead scoring methodologies. Parameters for each methodology are fully configurable.

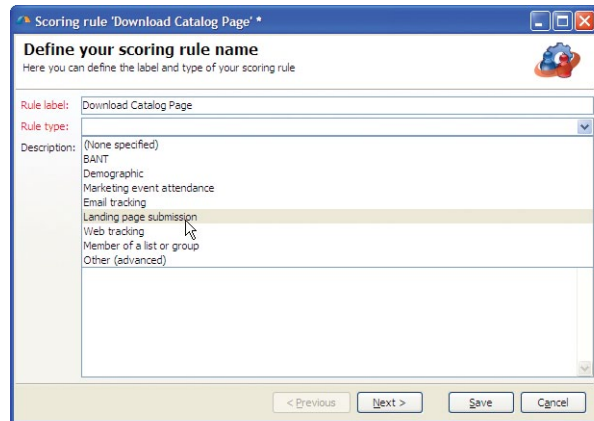
BANT: “Budget, Authority, Need, Timeframe” BANT is a widely adopted B2B lead scoring methodology. The BANT methodology calculates and assigns a numerical score to all the leads in your marketing pipeline based on budgetary availability for procuring your product or service, buying authority of the individual, adequacy of your solution to the organization’s needs, and the organization’s purchase timeframe.

Demographic: This alternate lead scoring method is computed by assigning and summing up positive or negative points to the “demographic” parameters that qualify or disqualify an individual for your products and services. Parameters that may be assigned negative or positive points in your tailored lead scoring calculation include:

- Title
- Industry code
- Email domain
- Organization size (number of employees)
- Annual revenue

Behavior: This methodology focuses on the individual you are interacting with, assigning and summing up incremental positive or negative points to the individuals’ behaviors, activities, and marketing responses. Activities that may boost or lower the score include:

- Landing page response
- Newsletter subscription
- Documents downloaded
- Number of emails opened
- Frequency of activities
- Recency of last activity
- Number of emails read
- Web clickthroughs
- Number of events attended



Flexible definition of custom lead scoring rules

Simplified Communication with Sales

Neolane Leads lets you map all the above listed numeric scoring methodologies to “Hot–Warm–Cold”, “A–B–C–D” equivalents, or any alternate tiered labels of your choice. As they get passed to your sales teams, leads are clearly tagged with this more intuitive label.

Lead Routing to Nurturing Programs & Sales Force Automation Systems

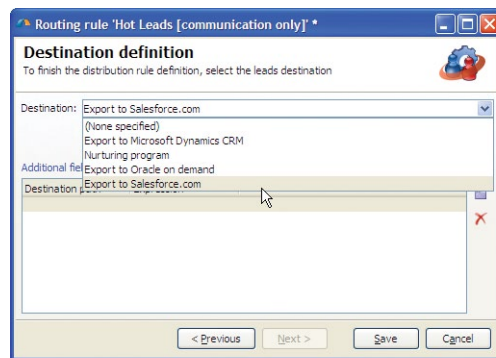
Neolane Leads lets you define flexible rules to route leads to multiple sales teams or marketing nurturing programs. For instance, “Hot Leads” may be passed to your named account sales teams, while “Warm” leads get passed to your telesales organization and “Cold” leads entered into a marketing nurturing program. To support lead routing to sales, telesales, and telemarketing teams, Neolane Leads provides two-way connectors to popular sales force automation systems including Microsoft Dynamics, Oracle CRM On Demand and Salesforce.com.

The entire marketing history associated with the leads such as seminars attended, online activity, and responses to nurturing programs is passed along and available to sales team members from within their sales force automation application.

Sales representatives may in turn accept a lead and convert it into an opportunity, accept it but not convert it right away, hand it back to marketing, or reject it altogether. Rejected leads are removed from the marketing data store. From within their sales force automation application interface, sales representatives may also subscribe any individual to a marketing program – such as a newsletter, a nurturing program, or an invitation to an upcoming marketing event.

The Neolane Leads connectors to Microsoft Dynamics, Oracle CRM On Demand and Salesforce.com facilitate advanced collaboration schemes between marketing and sales teams. For instance, by default, all the personal contacts in all your sales teams' sales force automation address books are automatically uploaded into Neolane Leads on a regular basis.

The Neolane professional services team and Neolane systems integrator partners have extensive experience connecting Neolane Leads to CRM applications other than the three provided out of the box (Salesforce.com, Oracle Siebel, Microsoft Dynamics).



Flexible definition of lead routing rules to nurturing programs or multiple sales teams

Treat Demand Generation, Customer Communications, and Lead Nurturing as One

“We estimate that half of the new customers we recruit every year originate from the automation of our acquisition, qualification, and nurturing programs enabled by Neolane.”

Fabrice Canton, E-Marketing Manager at Hager Group

B2B marketers must execute more outbound direct communications, more personalized, more often, across more channels. Whether they service demand generation, customer communications, or maturation objectives, Neolane Leads lets you unite all outbound tactics into a single effort, coordinated out of an easy-to-use visual console, Neolane Workflows.

Neolane Workflows

An intuitive drag-and-drop environment engineered at the heart of the Neolane conversational marketing platform, Neolane Workflows allows marketers to rapidly design communication programs that orchestrate sending of multiple messages across multiple channels over time.

Outbound programs designed with Neolane Workflows can be scheduled or triggered. They are composed of automated tasks including segmentation, creative approval, execution of one-to-one direct mails, emails and SMS/MMS, response collection, handing over of a telemarketing list to a call center, and splitting into multiple segments each branching into its own sub-workflow.

Examples of such programs amongst hundreds possible include:

- A marketing seminar invitation workflow splits a target population into multiple segments, with the most coveted individuals receiving a direct mail invitation followed by a telemarketing call, the second tier receiving a direct mail invitation followed by an email, and the third tier receiving two sequenced emails. All registrants receive a reminder SMS the day before the event. All attendees receive an email with a satisfaction and qualification survey the day after the event. Qualified leads coming out of the event are automatically routed to the appropriate nurturing program.
- A nurturing program sends multiple sequenced direct email solicitations over the span of several months presenting recipients with marketing offers in line with their organizational level: customer testimonials and return-on-investment white papers for decision makers; educational technical Web seminars and whitepapers on best implementation practices for influencers.
- A monthly demand generation program triggers a personalized email to all the prospects that have entered the marketing data store over the past month with an appropriate job title in a given industry. Respondents are put into the corresponding nurturing initiative.
- On a scheduled basis, a “collective nurturing” program sweeps all influencers who have recently expressed interest in a given solution on your Website, looks up their known senior colleagues in the marketing data store, splits the population, sends personalized direct mail pieces to those with postal addresses, an email to those with a valid opt-in, and a telemarketing call to those with a valid phone number.

- A monthly up-sell workflow sends a message to all new customers welcoming them into your customer community, all while promoting a tailored product education service proposal.

Neolane Leads lets you unite all outbound tactics into a single effort, coordinated out of an easy-to-use visual console, Neolane Workflows.

The Neolane Workflows environment lets you monitor outbound programs in real-time, as they unfold. For instance, overlaid onto a nurturing program’s visual workflow, marketers will see metrics on how many individuals are being targeted, how many are split into sub segments and sub workflows, how many are responding to solicitations in each sub workflow, how many are seeing their lead score go up, and how many are being passed to sales – in real-time.

There is virtually no limit to the type of marketing programs you may deploy. In a step-by-step process, you may progressively deploy one workflow at a time, starting with the most critical, then moving on to innovative programs, learning and perfecting tactics along the way.

Once hardwired into Neolane Workflows, outbound program execution takes considerably less of your time and attention. This lets you focus onto other B2B marketing priorities, such as producing relevant marketing offers and enriching your marketing datamart.

Cross-Channel Leadership

Email has become the channel of choice for outbound communications, but direct mail remains a key element in many B2B marketers’ mix. So is outbound telemarketing. Social media including Twitter and Facebook are promising channels. Mobile text messages have proven their effectiveness as B2B tactics – as a last reminder to attend a scheduled physical or Web seminar, for instance. Tapping into Neolane’s cross-channel marketing leadership, Neolane Leads offers unique support for corralling those disparate marketing vehicles into a single communications strategy.

Sequencing, an old rule of B2B marketing, applies more than ever. Applied to the invitation process for a marketing event, the rule states that the aggregate response of sequenced cross-channel tactics (an email, a call, a direct mail piece) will most often surpass the sum of the standalone response rates for each tactic. Neolane Leads shines in its ability to target individuals multiple times via distinct channels to lift responses. Setting up workflows that test the performance of alternate mixes, sequencing, and timing with a view to honing in on the optimal sequence is a Neolane Leads best practice.

Email Leadership

Neolane has its roots in the one-to-one email world; initially servicing the needs of large online merchants with requirements for sending millions of one-to-one personalized emails at various stages in the online buyer journey. Those capabilities were later adopted by B2C marketers in various industries, and today, by their B2B marketing peers.

Neolane Leads provides deep support for executing finely personalized email communications:

- Built-in, Neolane Leads offers best-in-class services for facilitating the targeting, creation, and delivery of personalized emails.
- A software option to Neolane Leads, **Neolane Content Manager™** builds on those native capabilities by enabling extended marketing teams to work together to create and maintain all digital messages (emails, mobile, etc.) sent by the Neolane platform.

Email Targeting, Creation and Delivery Leadership

Neolane Leads provides best-in-class native support for all phases in the email targeting, creation, and delivery process.

An email delivery wizard provides step-by-step guidance to the marketer in all three phases of email execution:

- Before delivery, the email delivery wizard accompanies marketers in the definition of the email target (main target, control group, trap addresses, etc.), selection of content (variable or not, created with the native HTML editor, imported, or created via Neolane Content Manager) and lets you preview messages in various email inboxes. At that stage, the wizard also performs spam checks and pre-delivery analysis.
- During delivery, the email delivery wizard monitors receipt, processes bounce messages, and automates the resend process.
- After delivery, the email delivery wizard provides operational delivery reports and collects behavioral information at the individual click-through level. Reports are made available that summarize deliverability, clickthroughs and conversions.

Features of the email delivery wizard include:

- **HTML editor:** With support for simple message formatting, HTML code and WYSIWYG preview, insertion of personalization fields and scripts, the integrated HTML editor facilitates creation of simple personalized emails.
- **HTML code parser:** Using high-quality HTML code in email campaigns is becoming critical. Too many emails contain minor errors that can lead to major inconveniences including triggering of spam filters, poor rendering by the interfaces of popular free online email services, and broken emails in certain email readers.

The inclusion in the wizard of an HTML parsing and correction tool, based on Tidy, a recognized industry-standard tool, has numerous advantages:

- Transforms HTML code to XHTML
 - Repairs errors and suggests corrections
 - Improves accessibility of content for visually-impaired users
 - Optimizes HTML with automatic removal of redundant code
- **Image management:** Neolane Leads automates uploading of email images to an identified, outward-facing server. In certain communications, embedding images directly within outbound messages is preferred. This email standard, known as Multipurpose Internet Mail Extensions (MIME), is also supported by Neolane Leads. Other noteworthy features include update of HTML code when images are modified, and evaluation of the visibility of images by recipients.
 - **Spam scoring:** Deliverability has become a strategic issue for organizations using email as a relationship channel. In order for legitimate marketing messages to reach their intended recipients and not the spam folder, Neolane Leads includes an advanced spam scoring function that ensures content complies with best emailing practices. Prior to an email campaign, a score is calculated that gives an estimation of the chances of the email being treated as spam by ISPs. A diagnosis is appended to this score to help marketing or technical users identify any corrective action to be applied to the content. The rules applied by the Neolane spam scoring feature are based on the SpamAssassin tool by the Apache Software Foundation.

Easy to use by both marketing and technical teams, the spam scoring features in Neolane Leads offer the following benefits:

- Scores reflect the severity of the errors encountered
- Notes include suggested corrective action
- Rules are fully configurable
- Deliverability of email campaigns is optimized, lifting campaign performance
- Marketing teams are less dependent on technical teams

Neolane Content Manager™ Option

The Neolane Content Manager™ software option facilitates creation and management of the digital direct communications assets sent by Neolane Leads™. Neolane Content Manager allows extended marketing teams to work together to create and maintain all digital messages including emails and mobile text messages sent by the Neolane 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.

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.

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.

Direct Mail

Neolane Leads offers native support for executing one-to-one direct mail campaigns. Neolane Leads supports simple mail merge direct mails as well as variable digital printing that inserts personalized content blocks within individual direct mail pieces. Partnerships with global technology vendors including Xerox and regional "print and mail" service providers speeds incorporation of direct mail into your cross-channel mix.

Neolane Workflows supports the automated sequencing of all direct mail processing steps, including:

- Target definition
- Extraction and production of one-to-one merge files
- Production of variable digital printing creative file
- Transmission of execution files to in-house or third party fulfillment providers

Mobile Channels

Neolane Leads supports SMS, MMS, and WAP Push natively. Neolane partnerships with the Netsize and mBlox global mobile messaging networks let you take advantage of mobile channels from day one. You may leverage the interactivity offered by those networks including support for inbound SMS and MMS responses to outbound mobile solicitations.

Call Center

Neolane Leads supports integration of telemarketing campaigns into your marketing programs. The Neolane Workflows environment offers support for automated list pulls and routing of lists along with their associated scripts to popular telemarketing and call center applications.

Other Channels

While not supported out of the box, Neolane professional services consultants and Neolane systems integrator partners have extensive experience inserting the following channels into Neolane outbound marketing programs:

- Social media (Twitter and Facebook)
- Point of sale
- TV
- ATM
- Display banner ads

***Neolane Interaction™,
a companion
product to Neolane
Leads augments
its one-to-one
marketing
capabilities
with real-time
marketing offer
recommendations
across outbound and
inbound channels.***

Optimize Every Message, Leverage Every Inquiry with Neolane Interaction™

Neolane Interaction™, a companion product to Neolane Leads augments its one-to-one marketing capabilities with real-time marketing offer recommendations across outbound and inbound channels.

Neolane Interaction brings together your B2B marketing offers such as white papers, event invitations, case studies, video testimonials, and on-demand Web seminars in a central catalog. All offers are qualified with easy to define “*eligibility rules*” such as “*this white paper is eligible for any C-Level decision maker in whose organization a lead is currently identified for solution Alpha*,” or “*this case study is eligible for any Director of Engineering in whose organization a lead is currently identified for solution Beta*.”

Optimize Every Outbound Message

The recommendation engine may be called by outbound programs to insert one or more personalized offers into an outbound message, such as a regularly scheduled newsletter.

With a complete marketing offer catalog in place and discriminating eligibility rules defined, Neolane Interaction ensures outbound communications are optimized to progress every recipient down your marketing pipeline.

Leverage Every Inbound Inquiry

During inbound logged visits to one of your Web properties or during a call center inquiry, Neolane Interaction suggests the optimal offer to visitors in real-time. Bringing inbound inquiries into your marketing mix translates into so many incremental opportunities to create demand or progress leads.

Support Conversational Collective Nurturing

Neolane Leads and Neolane Interaction together support genuine “conversational B2B marketing” that markets one individual at a time, the way top sales teams sell – at every opportunity of contact.

Working hand in hand, the two Neolane products let you deploy automated “collective nurturing” strategies that automate propagation of interest for your products and services across buying organizations to speed procurement cycles and lift lead-to-deal conversion.

Service Distributed Marketing Teams

The Neolane Distributed Marketing™ option supports B2B marketers with distributed marketing execution requirements. The option lets you maintain a centralized catalog of reusable outbound programs and their associated content elements.

Distributed marketing entities (country marketing teams or partners) may, in turn, rapidly localize central campaign models and run campaigns that adhere to global campaign goals and brand guidelines.

Neolane Distributed Marketing is flexible and may be tailored to fit your unique distributed marketing model. Your lead scoring model may be different in each region. Also, local marketing teams may contribute successful local initiatives to corporate teams for validation and dissemination back to their local peers.

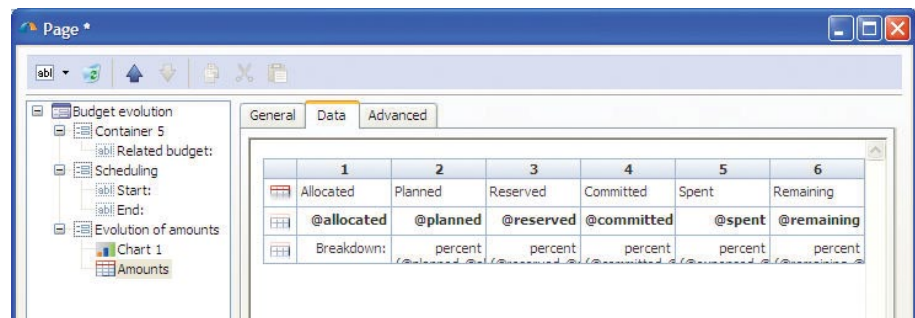
A broadly used option, Neolane Distributed Marketing is “corporate and field marketing tested.” It has often proven out to be a key enabler in the quick adoption by local marketing teams of new conversational B2B marketing processes.

Measurement and Accountability

Neolane Leads offers advanced reporting and analytics services to monitor the performance of your B2B conversational marketing activities and their contribution to sales metrics.

With comprehensive dashboards, Neolane Leads lets you visualize the shape and volume of your marketing pipeline in real-time. Reports let you track and match sales and sales pipeline metrics back to specific marketing programs. Standard reports include cost-per-lead, cost-per-opportunity and revenue-per-program.

Neolane Leads also lets you rapidly create custom reports that match you specific analysis and visual representation needs. End users may tailor reports to their needs by using filters and drill-down functionality. Neolane Leads also lets you automate report generation, and publish them to the Web or send them via email.



Simplified creation of custom reports by end users

Conclusion

With its focus on nurturing the personal relationships with the individuals that make and influence purchasing decisions, Neolane Leads brings the power of one-to-one conversational marketing to B2B marketers.

With its focus on nurturing the personal relationships with the individuals that make and influence purchasing decisions, Neolane Leads brings the power of one-to-one conversational marketing to B2B marketers. Neolane Leads boosts marketing performance and marketing contribution to sales performance. In a single application, Neolane Leads™ lets you feed, visualize, and monitor your marketing pipeline, plan and execute demand generation, implement up-sell programs, and nurture leads – all while demonstrating accountability to your sales teams.

Supplemented with the Neolane MRM™, Neolane Survey Manager™, Neolane Content Manager™, Neolane Interaction™, and Neolane Distributed Marketing™ products and options, Neolane Leads offers a powerful and complete B2B marketing platform addressing the full breadth of B2B marketing needs, from simple to complex. Neolane's B2B marketing automation solution lets you take a step-by-step approach to adopting conversational B2B marketing. It all starts with a first outbound marketing program that automates a single critical outbound process. From then on, your imagination as a marketer is the limit.

Neolane Leads markets the way B2B sales organizations sell – one individual at a time, tailoring personal offers and value propositions to every individual at every opportunity of contact.

Neolane Leads is an application within the Neolane conversational marketing platform. The Neolane platform is fully based on standard Service Oriented Architecture (SOA) and utilizes Web services for template-based, straightforward data and process integration with other SaaS or on-premise systems.

About Neolane

Neolane provides the only conversational marketing technology that empowers organizations to build and sustain lifetime one-to-one dialogues, dramatically increasing revenue and marketing efficiency. With best-in-class email and inbound-outbound channel fusion capabilities architected into a single code-based platform, marketers achieve results in record time. Born digital, Neolane is easy and fun to use for both the power and casual user. Future proof, Neolane has a track record of enabling its customers to adapt to new communication challenges and exploit opportunities more quickly than their competition. Neolane is used by more than 250 of the world's leading companies including Sony Music, Alcatel-Lucent, Orange, Sears Canada, and Sephora.

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