

Grow your business online

A comprehensive suite of online digital marketing services

Everlytic Enterprise

- Communication tools to help you grow your business
- Email and SMS campaign delivery
- Campaign design and management
- Social media and website integration
- Campaign automation and system integration
- Design, consulting and optimisation services
- Granular reporting and analytics applications including desktop and MFPs

Product overview

Everlytic Enterprise, from Vox, is a comprehensive suite of online digital marketing services. It includes email marketing services, as well as full social media integration and implementation services. In today's age of technology it is imperative that your business maintains a strong online presence with consistent communication to both existing and prospective customers.

This is achieved by creating relevant content and proactively distributing it via digital campaigns that are integrated with elements such as social media. Vox's Everlytic Enterprise solution, when coupled with Vox's design and content experts, empowers your business to seamlessly create, integrate, share, track and manage your digital marketing campaigns.

How it works



Visit us at vox.co.za



Features and benefits

Multiple delivery mechanisms

Campaigns can be delivered either via email or SMS allowing you the flexibility to choose your preferred delivery method.

Campaign design and management

Choose from a wide range of HTML templates and use our colour palettes to customise campaigns in line with your corporate identity. Individualise your newsletters for each subscriber with their personal information. Include footers to allow readers to unsubscribe, pause their subscription or update their profile.

Add subscribers

Import your contact lists into Everlytic. Grow your subscriber base by adding subscription forms to your website. Subscription forms are fully customisable to match your website's corporate identity.

Manage contact lists

Contact list management allows you to track who is reading your mail campaigns and what they are interacting with. Contact scoring allows you to view subscriber engagement levels. Unsubscribes, profile updates and bounces are automatically managed by the system.

Segment and target lists

Segment your contact lists for better results in order to communicate key messages to your most engaged subscribers. Target inactive subscribers with a re-engagement campaign.

Create demographic campaigns based on subscriber location information. Set up automated campaigns that are triggered by subscriber behaviour.

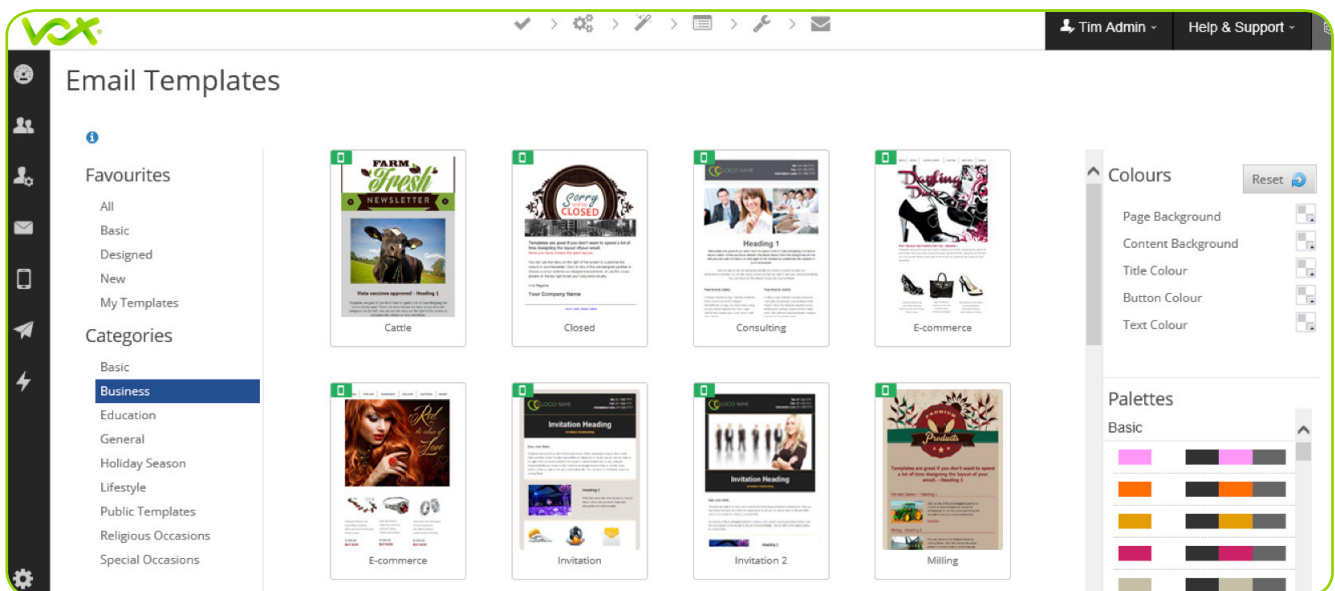
Campaign scheduling

Schedule, trigger and share campaigns automatically. Schedule bulk email campaigns to start sending on a specific day and time, and control how much email gets sent and how often. Trigger a series of emails based on subscriber behaviour.

Transactional Mail

Companies use transaction mail for sending one-to-one invoices, statements, account updates, order notifications, support communications, welcome mailers, and password resets. Deliver high volumes of system generated emails to your customers, triggered by a variety of systems, including ERP, CRM, billing, and support systems.

Email and SMS campaign delivery



Social media and website integration

Social share

Allow subscribers to share your newsletter content with their social circles. Add social sharing icons to your email and allow subscribers to share your newsletter content on their personal social accounts.

Subscription forms

Add subscription forms to your websites, blogs and social media pages. Subscriber information is captured directly into Everlytic.

Reporting and analytics

Rich campaign reports

Measure and track campaign performance via detailed subscriber activity reports. Track opens, clicks, bounces, subscriber engagement, geolocation, newsletter hotspots and social media activity. Benchmark campaigns against each other to determine success and performance.

List reports

Track your subscriber list performance and trends. View subscription growth of active and unsubscribed contacts on your lists. Detailed contact reports allow you to view contact activity, unsubscribes and more.

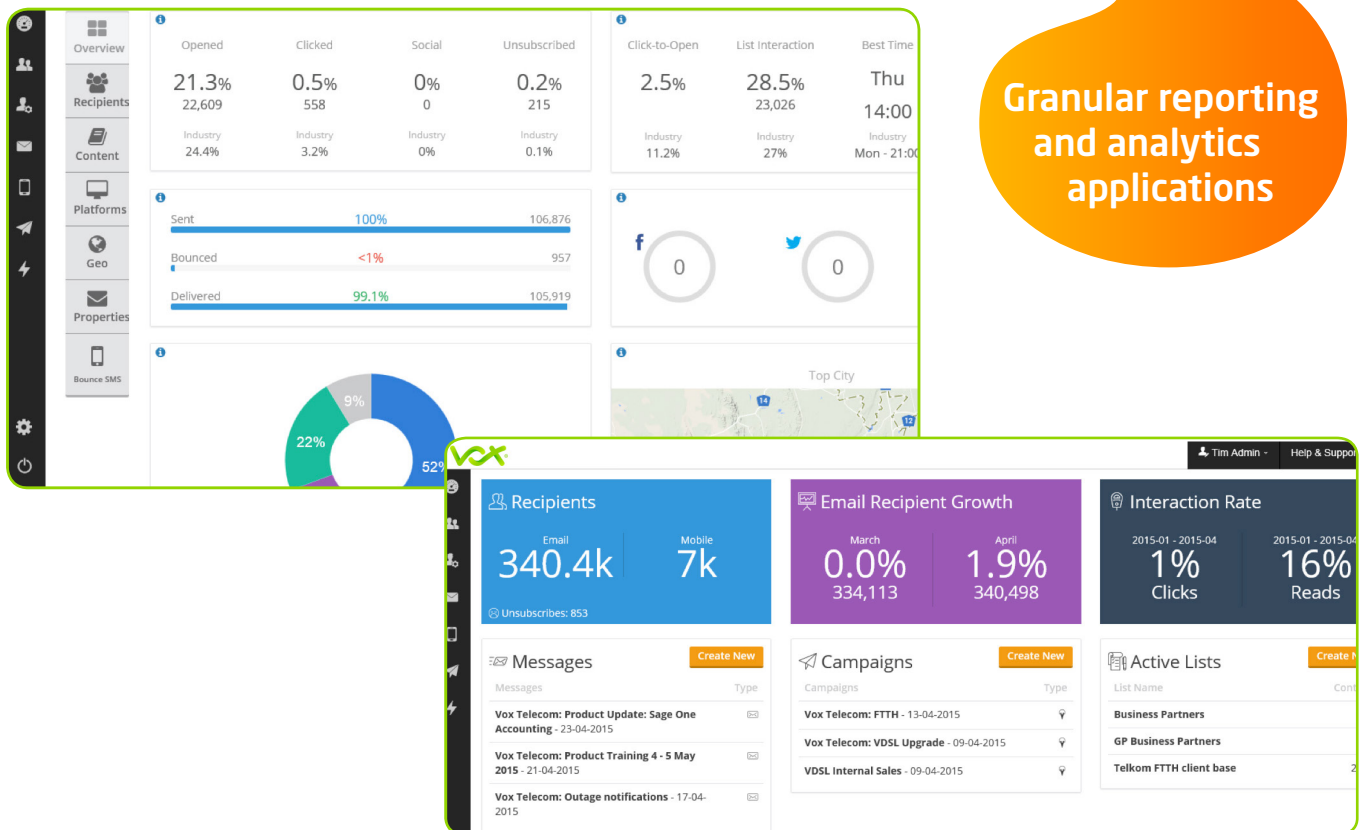
Contact reports

Track and view indepth statistics on contact activity allowing you to monitor activity on delivered messages. Track opens, clicks, forwards, unsubscribes and complaints. Reports are exportable as CSV documents.

Google Analytics

Track traffic to your website generated by email campaigns. Full integration into Google Analytics tracking.

Granular reporting and analytics applications

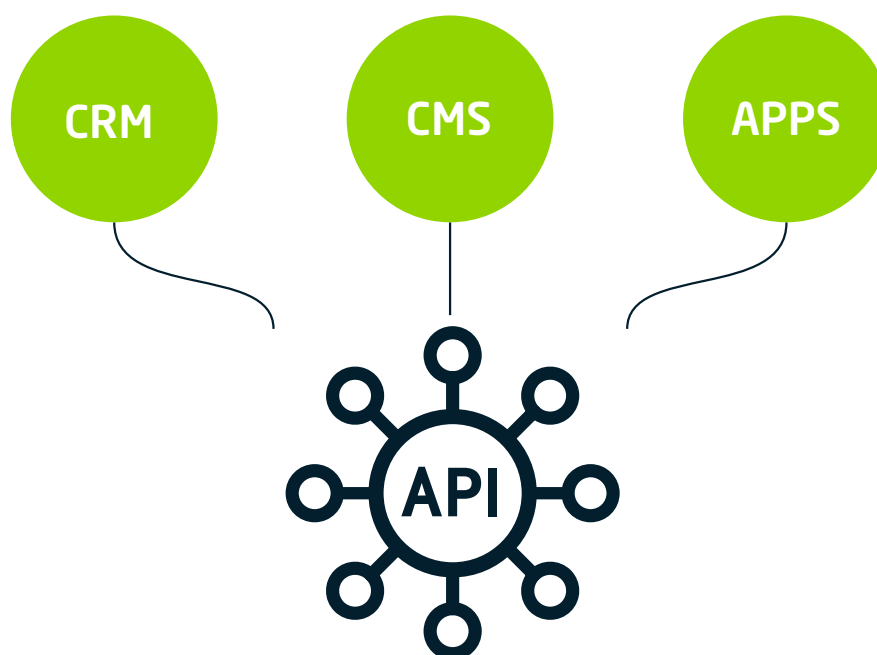


Campaign automation

Full API integration into your CRM, CMS and ERP systems for automated campaign creation, sending and ease of use. The API provides a direct link into the system backend. Full support for C#, PHP and Java libraries. Customised APIs developed for your proprietary systems.

Design, consulting
and optimisation
services

- Automate bulk sending of critical documents, such as invoices and statements.
- Create automated drip campaigns, in order to:
 - Upsell customers post product purchase
 - Cross selling
 - Lead nurturing
 - Stay top of mind with prospective customers
 - Automate communications when new features are added to products
- Create Trigger Campaigns in order to trigger reactive customer mailers based on interaction with original mailer sent.



Campaign consulting and optimisation

Campaign design

Direct mail campaigns still remain a key tool in the overall marketing plans of many businesses. When planned, executed and refined correctly, they can be a very effective way of gaining visibility with tangible and measurable results. Our consulting team will work with you to:

- **Identify the market and benefits:** Where will you be sending your campaign and why? This is critical for the message and offer to resonate more clearly.
- **Clearly articulate the benefits:** Design copywriting to include those benefits valued by the target market rather than the features of your product or service.
- **Call-to-action:** What do you want the recipient to do - call you, attend a presentation, purchase a product online? We will design a message that is clear, direct and frequent in the copy whilst creating a sense of urgency.
- **Integration to social media and web:** Companies that see the highest response rate from their direct mail campaigns are those that integrate it with other marketing efforts. We will integrate the campaign to Social Media and align content with your website.

Campaign consulting and optimisation

Management and optimisation

Once a campaign has been designed, the process of management and optimisation begins. Our consulting team will work with you to:

- **Upload campaigns:** Upload the campaign and ensure it executes properly.
- **Test campaigns:** Experiment with different offers by breaking lists down into different segments to track different content and selling points against results.
- **Refine and update lists:** Lists will be kept current and accurate by removing bounces and unsubscribes.
- **Review and optimise:** Analytics are the first step in understanding campaign success, planning and optimising for the future. The starting point is opens, clicks and bounces. In addition, advanced analytics include the geographic location of opens, newsletter hotspots and social media activity. Statistics are benchmarked against previous campaign metrics and success metrics incorporated into all future campaigns.

About Vox

Innovation and insight combine in Vox, a market leading end-to-end integrated ICT and infrastructure provider and telecommunications company. From data to voice, as well as cloud, business collaboration and conferencing tools, Vox offers

intelligent solutions that connect South Africans to the world, supporting entrepreneurs, customers and commerce, whilst practicing values of integrity, choice and service excellence in all of its dealings. For more information [click here](#).

For more information on complementary or alternative products visit us at vox.co.za

New Business Sales JHB : +27 (0) 87 805 5050
Consumer Support : +27 (0) 87 805 0530
Business Support : +27 (0) 87 805 0500
Email: info@voxtelcom.co.za

