

## create more effective communications, fully integrating Web and e-mail



ATG Adaptive Customer Outreach leverages the rich understanding of your customers gained through their Web interactions, preferences and behaviors, using this insight as a basis to help you create more relevant, compelling, and personalized e-marketing and proactive customer service campaigns.

### A next generation solution for e-marketing and outbound service

e-Marketing executives are continually pursuing the least expensive and most effective ways to win new business, gain more sales from existing customers, grow customer loyalty, and open new revenue channels. They use the Web and e-mail to meet these challenges, but all too often poor integration between the two has yielded disjointed and inconsistent campaigns that operate in silos, rather than working together to support a common business goal. Their e-marketing campaigns fail to entice any customer action.

Legislation restricting e-mail marketing presents another hurdle. No longer can marketers cast a wide net in hope of catching a few prime customers. Companies must now earn the right to communicate with their target audience. By better integrating their Web site with targeted e-mail, they can sow the seeds of trust and be granted the 'right to market' to their audience.

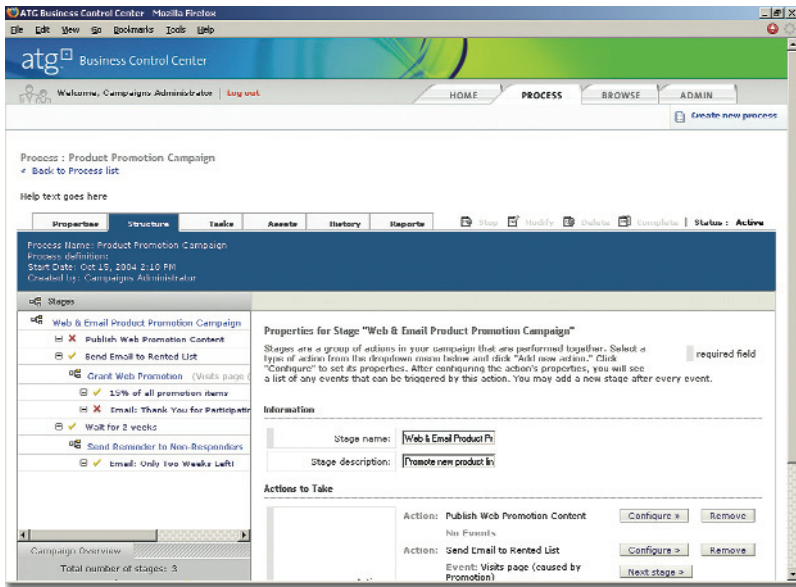
### Unify your interactions to create a better experience

Creating the ultimate experience for your customers is essential. ATG Adaptive Customer Outreach draws from ATG's proven expertise in online customer experience to ensure that your e-marketing campaigns are tightly coupled with your sales and service activities. With ATG powering your e-business, you'll be able to guide your customers smoothly through the full marketing, sales, and service life cycle.

### The ATG difference

Unlike many of today's customer communication solutions, the strength of Outreach comes from an understanding that customers want their interactions with your company to be relevant and consistent, regardless of channel. The close integration that Outreach creates between the Web and e-mail ensures that your customer communications deliver on that expectation. Customer data for both channels is shared from the same databases you already have in your enterprise – no need to replicate or create new databases. And, Outreach is designed specifically for business users. Marketing and customer service staff can define, execute, and measure integrated, multi-stage campaigns that reach out to the customer in a highly personalized way — without involving IT resources.





Outreach uses the ATG Business Control Center, a user interface that gives business managers and marketing staff a simple and intuitive environment for their campaign work.

## create multi-stage, multi-channel communications campaigns – integrate Web, e-mail, and other channels



### Let inbound interactions inform your outbound communications

Next-generation e-marketing and customer service campaigns require in-depth customer knowledge and intelligent targeting. Outreach leverages the customer intelligence gained through previous inbound interactions, such as Web site and call center activity, to present a more relevant experience to both existing and prospective customers. You'll more easily gain their trust, and their agreement to receive future communications.

### Turn every customer outreach into a sales opportunity

Both e-marketing and proactive service communications are excellent opportunities to up-sell or cross-sell new and additional products or services. Outreach is closely integrated with ATG Commerce, so that customer purchases and promotions can be an integral part of a marketing or service campaign.

### Segment your audience based on previous behavior

Outreach draws upon the ATG Adaptive Scenario Engine to create rich customer profiles based on both a customer's explicitly stated preferences and tracked Web site behavior. Those profiles then form the basis of sophisticated market segmentation, allowing you to target your campaigns with higher precision.

### Improve loyalty by respecting preferences

Outreach helps you ensure that your communications reach your audience in the way they prefer, with the information they care about. By understanding and respecting preferences such as how frequently customers want to hear from you, you can increase satisfaction, strengthen loyalty, and improve the success of your outbound communications.

### Create and manage e-marketing and service campaigns with a single solution

As the dividing lines between e-marketing and service blur, Outreach is the single solution that supports both large-volume, multi-step marketing programs and event-based service notifications or alerts linked from back-office business applications.

### Trigger your communications from events, data, or both

Targeted campaigns can be driven from existing or imported customer data, or triggered by business- or customer-initiated events. The result: highly targeted notifications of promotional or customer service information.

### Receive real-time feedback

Outreach provides business users with immediate and accurate information about the success of each step of their campaigns, both during execution and upon completion.



#### About ATG

ATG makes the software that the world's largest and most prestigious companies use to create and manage highly targeted, relevant, and rewarding online marketing, sales, and service. With ATG powering your online business, you have the most intelligent and adaptable tools that create a guided and consistent experience for your customers across multiple touch points and throughout the customer lifecycle.

Deployed on the industry's most popular application servers, ATG's solutions power the online business of many of the world's best known brands, including A&E Television, Aetna Services, Inc., Alcatel, American Airlines, Barclays Global Investors, Best Buy, BMG Direct, Eastman Kodak, Ford Motor Credit, HSBC, Hyatt, J.Crew, Merrill Lynch, Newell Rubbermaid, Target, U.S. Army, Walgreen Company, and Wells Fargo.

To learn more about ATG Adaptive Customer Outreach, visit [atg.com](http://atg.com) or call 1-800-RING-ATG.