

EVALANCHE

AGENCY SOLUTION



EVALANCHE UNIQUE PARTNER MODEL FOR AGENCIES



“Evalanche has been the right solution for us for over 15 years, offering superior functionality, lots of workflow automation and optimum multi-client management. It is ideal for reaping above-average added value.”

Stephan Kalinka
Agency Director, GFB & Partner, Munich

Future-proof all-round solution delivering high added value

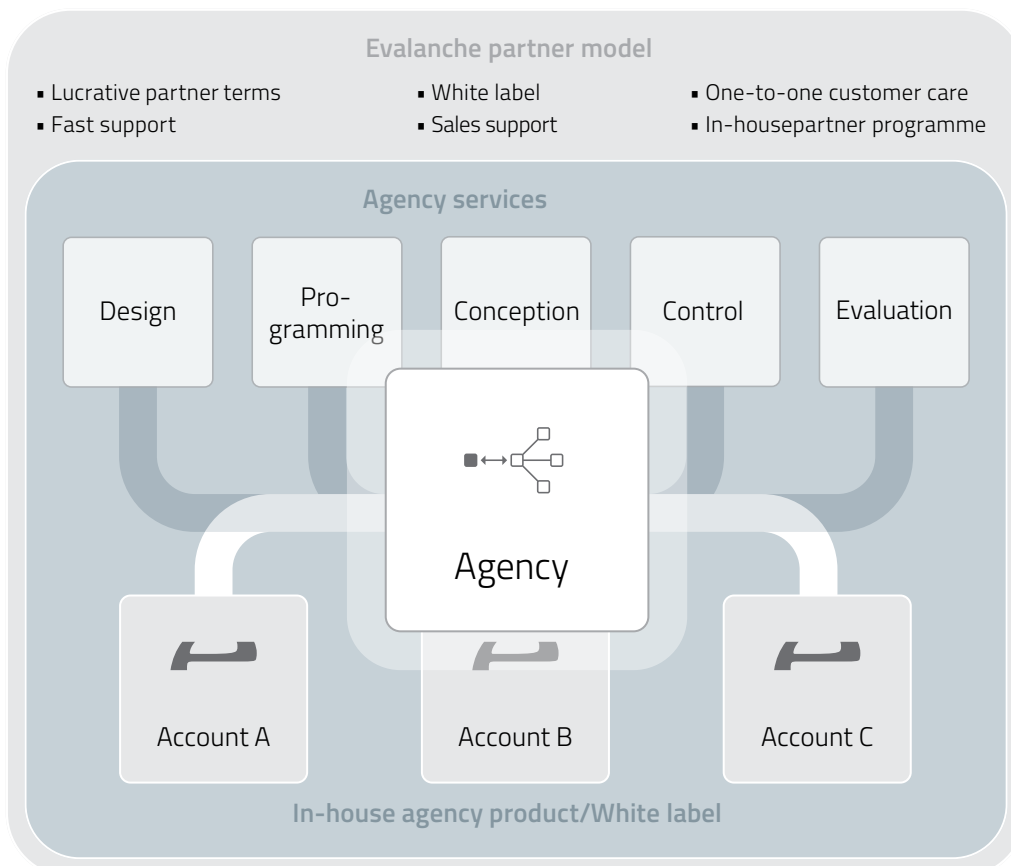
Evalanche is the first e-mail marketing and lead management solution specifically designed for agencies and e-mail marketing service providers. The results of over fifteen years of collaboration with agencies are:

- used successfully by over 2,000 customers
- mature and future-oriented functionality
- high productivity and first-class value creation

New standards on a solid basis

Evalanche is one of the most advanced e-marketing technologies in Europe. The solution has been certified by TÜV to DIN 27001 standards as well as the Certified Senders Alliance (CSA) and complies with the code of ethics for permission marketing of the German Dialogue Marketing Association (Deutscher Dialogmarketing Verband (DDV)). We offer you a totally unique partner model – commercially and contractually attractive – based on a reliable and high-performance infrastructure for the successful acquisition of new customers and high-quality customer loyalty.

We see ourselves as the reliable technology service provider of our partners.



AREAS OF USE

Renowned agencies have been using Evalanche since 2000 – with demonstrable success in thousands of regional and international e-marketing campaigns. Take advantage of the possibilities of our flexible and economically attractive partner model.

We offer the technical platform for an absolutely autonomous usage. The full service potential belongs unconditionally to our agency partners – for the following typical areas of use:

E-mail and newsletter marketing

Evalanche supports you with all functions for planning and implementing e-mail marketing campaigns for:

- Cross-media newsletters
- Stand-alone and info mailings
- Multi-stage e-mail campaigns (life-cycle mailings)
- Birthday mailings (trigger mailings)
- Confirmation e-mails (transaction mailings)
- E-cards and online voting
- Coupon mailings with QR-code
- Press releases and investor relations
- Seminar and training registrations
- Podcasts, audio and video mailings

Address generation and profile structure

Evalanche offers convenient and flexible campaign management enabling you to have a dialogue with existing customers and to acquire new ones, including:

- Marketing automation and lead management
- Individual landing pages
- Profile building and scoring
- Contact enquiries and online registrations
- Order and booking enquiries
- Market and customer surveys
- Competitions and prize draws
- Call-back and info service
- Cooperation campaigns
- Online applications
- My Profile Centre (profile updating)

"SC-Networks is not only an experienced expert in the field of lead nurturing and lead management, but also a highly service-oriented and proactive partner who always takes time to understand the customer's needs. In short: superior services and a really nice team."


Nikolaus von Graeve

Managing Director, rabbit eMarketing GmbH



KEY FEATURES AND HIGHLIGHTS

WHITE LABEL



Customer retention under your own logo

With the white label version of Evalanche you can design and offer your own agency system. The entire system interface can be adapted to the appearance of your company and to that of your customers with simple tools. In this case, we do not use our own Evalanche branding.

Independent pricing

You thus showcase yourself to your customers with your own product, while we remain in the background as a reliable technology partner. In designing your own price model there are no specifications from our side for fixed commission rates.

MULTI-CUSTOMER



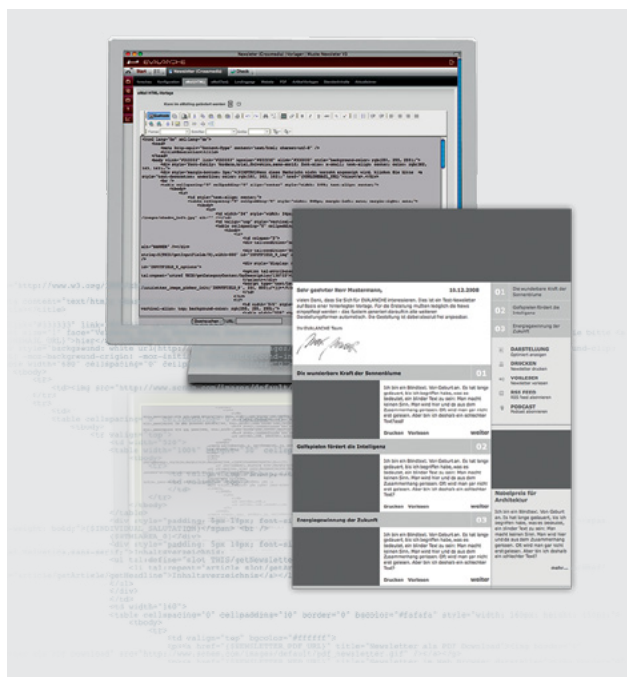
Multi-client capability

The special features of Evalanche making it particularly suitable for agencies that are based, i.a. on the concept of multi-client capability, which has been consistently applied from the start. Instead of only pooling individual adjacent accounts to a group for multiple clients, Evalanche allows for cross-client and powerful actions, e.g. the integration of modified or new templates for all customers.

Consistent customer administration

Evalanche sorts all your customers hierarchically under your agency account. Horizontal actions can be completed with considerably less effort. You yourself define which functionalities your customers can use. A differentiated system of rights creates clearly defined work areas and usage rights – both for your own employees and for your customers' employees.

OPEN ARCHITECTURE



Specialised in agencies

The range of functions has been streamlined to fit the workflow of agencies and e-marketing service providers. With one of the most modern content management solutions for cross-media communication, you can implement both standard scenarios and complex individual requirements efficiently and at a high quality. The focus here is on simple operability for you and your customers.

Adaptable and independent

You can easily adapt and extend all templates for newsletters, e-mailings, web forms and landing pages to new environments in any way you wish. We also offer interfaces and programming languages in order to meet the special tasks of your customers as well. This makes you independent across the board.

ONE-CLICK SET-UP



It could not be easier

You can set up Evalanche for your customers on your own without any programming knowledge or involvement on our part. Necessary adaptations of web forms and newsletter templates are possible within a very short space of time based on the sample environment which is also supplied.

Full-value and free-of-charge

This adapted sample environment can be used by your customers in full. It can be extended as you wish in the event of any changes in requirements. This means that you will be able to implement complex campaigns for e-mail marketing and address generation in a very short time. No additional set-up fees are payable to us. You settle your services entirely independently with your customers.

CUSTOMERS WHO ALREADY TRUST EVALANCHE

The collage features several key pieces of work:

- Hansgrohe eNews:** A newsletter with a header image of a woman's face splashed with water. The content includes a personalized greeting, a birthday message for Hansgrohe, and a table of contents for the current issue. Below the table, there are three featured articles with small images: 'ComfortZone: Ergänzungen bei PuraVida und Focus', 'PuraVida Marketingpaket', and 'Hansgrohe DuschTruck tourt durchs „Ländle“'.
- Red Bull Hüttenalyse:** A social media post featuring a winter scene with a skier and a cabin, with the headline 'MEDIA UPDATE ÖSTERREICH'.
- Miele Genuss-Newsletter:** A newsletter titled 'zu Tisch' with a vibrant image of strawberries. It includes a 'BRIEFANREDE' (letter to the editor) and three featured recipes: 'Fingerfood: Liegt jetzt im Trend!', 'Prag: Bitte zu Tisch!', and 'Melonen: Kinder der Sonne'.
- EVOQUE - STYLE DE HELLO GERMANY:** A dark-themed advertisement for the Range Rover Evoque, featuring a glowing purple car silhouette and the text 'HELLO GERMANY'.
- Gewinnspiel:** A promotional graphic for a contest with the headline 'Gewinnspiel: Gewinne den neuen Range Rover EVOQUE'.

AGENCIES

- abian
- Federkiel & Partner
- Netz98
- SKA
- and many more.
- Algo
- GFB & Partner
- Nexttage
- Tripicchio AG
- Avance
- Hotelmarketing.de
- Phocus Marketing Group
- UDG
- brandnamic
- Kaube
- Pixelart
- Unid
- DCI
- namics
- rabbit eMarketing
- wdv
- ec4u
- Nemuk
- wob AG

Red Bull
WU IS CASUS!

Lieber Herr Mustermann,
es ist soweit, der erste Schritt Richtung Gewinn des Red Bull Best AI Contest ist getan!

Wir haben alle Ideen gesammelt und die Top 100 ausgesucht! Aber welche Ideen sind das, woher? Passt, das ist noch streng gefasst, damit es spannend bleibt. Um die Vielzahl etwas zu überbrücken, haben wir nun für Sie tolle Belohnungen und tolle Preise, schwarz: Ihnen der ROTTE BÜLLE ein 3-Monatsabo entweder für das Red Bull Magazin oder das Scherdingen Magazin.

Erstmal das monatliche Heftchen mal auslesen, Magisch werden und bis zum 28.12.2010 abschicken. Das Abo kommt dann direkt zu Ihnen ins Haus und ändert selbstverständlich automatisch.

Der ROTTE BÜLLE wird sich dem baldmöglichst mit der Bestenliste des Gewinnens melden und Sie schon sehr gespannt, wenn er dann persönlich gratulieren darf!

Bis dahin wünschen wir Ihnen und Ihrer Familie bulleische Weihnachten, einen guten Flug ins neue Jahr und natürlich viel Spaß beim Lesen!

Beste Grüße aus Fuschl

>>> Bitte hier klicken, Formular ausfüllen und Geschenk abholen...

COMPO EXPERT
EXPERTS FOR GROWTH

Marketing News

Sehr geehrter Herr Mustermann

heute möchten wir über den Verlauf der IPM Messe 20XX berichten und die neuen Broschüren und Werbemittel vorstellen. Weitere Informationen dazu gibt es online oder beim Team Werbung & Verkaufsförderung.

Viel Spaß beim Lesen!

Messen & Veranstaltungen

Erfolgreiche Messe IPM 20XX
Die Internationale Pflanzenmesse fand vom 25. bis 28.01.2011 in Essen statt. Der COMPO EXPERT Stand in Halle 1035 war an den 4 Messetagen gut besucht. Die positive Grundstimmung und eine optimistische Erwartung an die neue Saison war spürbar. Presseinformationen sowie die IPM Messezeitung von COMPO EXPERT sind auf der Website <http://www.compo-expert.com/besucherspezifisches> zu finden.

Offizielles Messefoto:
"Die Welt kam zu uns, um hier zu ordern, sich zu informieren und Kontakte zu knüpfen", zog Präsident des Zentralverbands Gartenbau ZVG, das Fazit zur 29. IPM ESSEN, die als große Ende ging. „In diesem Jahr war eine besondere Stimmung spürbar. Allen voran zufriedene Gast Euphorie sogar.“ Rund 60.000 Besucher aus allen Erdteilen waren bei der Weltmesse der Benche zu Gast. 1506 Aussteller aus 47 Ländern präsentierten ihre Neuheiten und Dienstleistungen.

Messen & Veranstaltungen

IPM Interviews als Video - jetzt online
Während der IPM 2011 wurden 2 Messevideos zum Neuprojekt 18 Road und zu COMPO EXPERT Düngekonzepten erstellt. Sie wurden zur Ansicht auf die Website gestellt und sind abrufbar <http://www.compo-expert.com/de/aktuelle/aktuelle/compo>.

NITRO magazin 1/17

Servus Hans,

NITRO Teamwork beim Air & Bike in München

NITRO verbindet Bayern Park mit neuen Werten

Nitro Beachboards Rollen Profile

Nitro Beachpark Longing mit neuen Werten

Gabor Newsletter

Gabor
WWW.GABORTELICH

ispo
27-30 jan

Sehr geehrter Herr Mustermann,

herzlich willkommen zum letzten ispo_group Newsletter vor der anstehenden ispo winter 08. In wenigen Tagen öffnet zum 48. Mal die weltweite Skisportmesse der Serie.

Mit diesem Newsletter möchten wir Sie im Vorfeld der Messe nochmals über die letzten Neuheiten und Informationen sowie über weitere spannende Events und Rahmenveranstaltungen informieren.

Wir wünschen Ihnen eine erfolgreiche ispo winter 08!

ispo/winter 08

Tobias Gruber
Head of ispo Group

Stefan Rasche
Marketing Group Director

Hochkarätige Konferenzen kompetieren ein abwechslungsreiches Rahmenprogramm

Bereits am Vorabend der Messe begeisterten zwei Events Highlights die Besucher. Mehr als 200 chinesische Fachhändler nahmen an der ersten Auflage der China Outdoor Sporting Conference (OSCC) partecipiert by Gora-Tek teil, die sich seit Beginn der ispo etwa immer größerer Beliebtheit bei den Fachhändlern erfreut. Mit Workshops und Workshops...

ispo china 08 mit 20% Teilnehmerzuwachs neuer Standort bringt überblickslicht

Wochentag Konferenzen konkurrieren ein abwechslungsreiches Rahmenprogramm

ispo china 08 mit 20% Teilnehmerzuwachs neuer Standort bringt überblickslicht

Die Quiksilver Night Rail Session presented by Igo China

Hundreds of excited spectators from all over the world gathered in the Nanya Sports Center Park to follow the Quiksilver Night Rail Session presented by Igo China. China's top riders were showing the crowd what their country has produced - fast, loose, true and wild...

AKG NEWSLETTER

EDITORIAL

MARKETING / HIGHLIGHTS

Sehr geehrter Herr Mustermann,

ich hoffe Sie hatten erholsame Osterfeiertage und konnten das schöne Wetter genießen.

In diesem Newsletter möchten wir Ihnen den Shoefinder auf unserer Website vorstellen. Er hilft Ihnen, schnell Ihr Lieblingsmodell zu finden. Sie geben einfach Schuhtyp, Farbe oder Weite an und schon werden die passenden Schuhe angezeigt.

Außerdem zeigen wir Ihnen die neuen Taschen von Gabor und die aktuellen rollingsoft Modelle.

Ich wünsche Ihnen viel Spaß beim Lesen und Ausprobieren. Bleiben Sie uns gewogen.

Ihr
Achim Gabor
Achim Gabor

Shoefinder

Gabor

Kennen Sie schon unseren neuen Shoefinder? Sie geben nur die Grundfarbe, Schuhtyp, Weite oder ein Ausstattungsmerkmal an und wir zeigen Ihnen die passenden Schuhe dazu.

[Hier gelangen Sie zu unserem Shoefinder.](#)

COMPANIES

- Affilinet
- Bruker
- Electronic Partner
- Hansa
- Kärcher
- Agfa
- Compo
- Erdgas Zürich
- Hansgrohe
- Kapsch
- Allianz
- Deutsche Messe
- Gabor
- Harman
- Kuka
- AOK
- Dr. Oetker
- Generali Bank
- Helsana
- Kyocera Document Solutions
- Avery Zweckform
- Dürr
- Germanischer Lloyd
- Holzmann Verlag
- Manpower
- Baumer
- E.ON Ruhrgas
- GO! General Overnight
- Johann Lafer

WHAT DO WE DO TO HELP YOU SUCCEED?

The overriding goal of our partner model is a clear separation of responsibilities: We concentrate on further development, ongoing operations and the support of Evalanche and actively support you in acquiring new customers. You assume the full implementation of the project and the customer support.

Free-of-charge for your own use

The use for internal e-mail marketing purposes is free – with no limits. This allows you to actively boost sales activity at no additional cost.

Forwarding of customer inquiries

We forward enquiries from potential agency customers directly to partners that are suitable from a regional or thematic perspective. We do not compete with you; instead, we support you behind the scenes as your technology partner.

Current information at all times

We will continuously provide you with the latest information on trends, tips and tricks as well as checklists, presentations and sample contracts relating to e-mail marketing and Evalanche to support your sales team.

Lucrative price models

We offer the necessary leeway in the design of your billing models – on the basis of the following variants with monthly system rent (ASP):

- Usage-dependent: Price model individually adapted to the needs of your customers
- Unlimited: System and service flat rate – independent of individual usage

Comprehensive support

- Professional user support (second-level)
- Problem elimination within four hours
- Emergency coverage and quality assurance
- "Training on the job" – training courses for users and developers

Flexibility and additional turnover potential

- You and not your customer are our contractual partner
- The set-up fee for customers/clients goes to you
- Integrated model scenarios for your customers
- No minimum contract term

CERTIFIED QUALITY

The certification to ISO/IEC 27001 and the certification for data security and functionality from TÜV SÜD represent an independent recognition of the quality of services offered by Evalanche. Customer-oriented core competence for software maintenance and further development directly on site in Germany is the guarantee for first-class service – with rapid response times. Evalanche is hosted in TÜV-certified computer centres and stands for state-of-the-art e-mail marketing for the international market.

