



CAMPAIGN CREATOR™

A comprehensive e-Communication platform for venue marketing

Now, all the tools you need to achieve successful email marketing campaigns are built into an easy-to-use platform. Create targeted email marketing campaigns, manage your lists, create dynamic content, segment your market, and measure your results. Use interactive marketing tools including blogs and advanced surveys.

Features and Benefits

Targeted Email Campaigns

Rapid creation, deployment, and measurement.

Easily create and send emails to your email subscriber base using standard or custom built templates.

Market Segmentation

Target your audience.

Effectively create custom fields within your database to allow for list segmentations and targeted subscribers lists.

Subscriber Management

Opt-In, Opt-Out.

Individuals can sign up on your website to receive venue, show or membership information, while also having the ability to opt-out from any of the lists you manage.

Campaign Effectiveness

Open rates, click-through data, and bounces.

Quickly access real-time email analytics using the report wizard tool. Easily get data related to each campaign or utilize the feature to compare similar email campaigns.

Blog Creation

Get the word out.

Create, edit, and manage blog content by:

- Displaying content on a website
- Embedding content in an email
- Through a syndication model such as Real Simple Syndication (RSS)

Surveys

Find out what your subscribers want.

Create and publish your own surveys and collect marketing information from your email subscribers.

RSS Feeds

Instant communication.

Automatically keep your email subscribers informed of the latest pre-sales, on-sales and venue news using RSS feeds, an easy way to syndicate content from your website.