



## DWA's Campaign Manager Reflex Module

### The Ultimate Marketing Automation System

When you need to automate your most successful and time sensitive campaigns. Or when you want to integrate customer behaviour to trigger personalised campaigns, the reflex module will provide you a comprehensive toolbox to map out your rules and scenarios with minimal technical expertise.

Trigger based behavioural e-mail marketing is one of the most profitable marketing strategies for online retailers and publishers today. By building simple and complex automation scenarios, you can build a highly relevant and profitable dialogue with your prospects and customers. You can program the system to send tailored messages according to past response and according to their customer lifecycle.



### Enhance your marketing team productivity

The Reflex module allows you to schedule the automated delivery of e-mail and SMS campaigns according to your rules and triggers. For example, you can send welcome messages to new subscribers, birthday cards, subscription renewals, and product guarantee extension offers according to expiration dates.

**GENERATE HIGHLY PROFITABLE AND SOPHISTICATED CAMPAIGNS WITH MINIMAL EFFORT.**



## 5 Tips To Get The Most Out Of Your Reflex Campaigns

### Start Off Simple

**1** Getting started with Reflex campaigns is quick and easy. We recommend that you start off with an automated series of welcome messages and best offers to new subscribers before stepping up to more complex automated scenarios.

### Build Timely Messages

**2** Time sensitive campaigns such as birthdays, Mother's Day, Father's Day and subscription renewals are perfect for automating with reflex.

### React to your Customer Response

**3** You can trigger highly personalized and timely offers to your customers depending on whether they open, click or buy offers in your regular e-mail campaigns. These rapid reaction messages can range from a simple "thank you" note to personalised up sell and cross sell offers. For example if your customer just clicked on a regular e-mail campaign and purchased a digital camera, you could send him or her a special offer for a memory card or battery charger within minutes. Alternatively, you could send a special discount offer to those customers who opened and clicked but did not buy the digital camera.

### Combine Multiple Scenarios and Channels

**4** With the reflex module, you can build and combine an unlimited number of scenarios to send trigger based campaigns across multiple channels including e-mail, RSS and SMS. The reflex module offers a campaign frequency limitation tool to avoid over e-mailing your list.

### Plan Ahead and Save Time

**5** Monitor your best strategies, tactics and campaigns and automate them so you spend less time programming and more time analysing results and building great marketing strategies.

The DWA Campaign Manager reflex software interface is powerful yet easy to program for marketers. Within hours, you can build, test and monitor complex scenarios and fine tune your Reflex strategies as you gain feedback from your list members. DWA consultants are available to train and assist your company's marketing teams on this powerful technology and can also provide "full service" Reflex design and project management services.

#### DWA Campaign Manager

- On Demand Software Service for e-mail, SMS and RSS
- Flexible Campaign Creation & Management
- Powerful Data Management for Segmentation & Personalisation
- Automated, Triggered Campaign Creation
- Advanced Reporting and Analytics
- Robust Systems, Scalability & Reliability
- Easy Systems Integration
- 24x7x365 availability
- Active deliverability

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