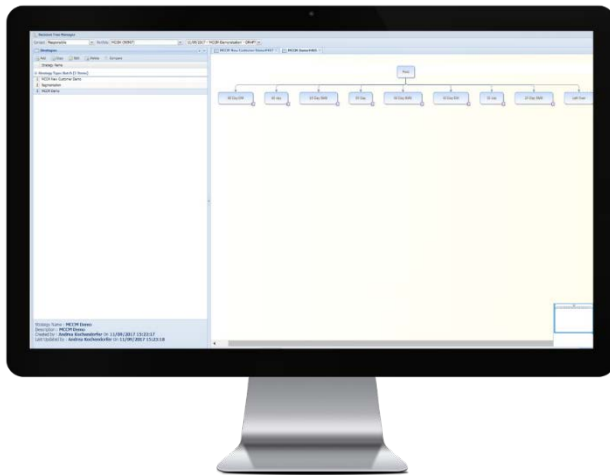


## Integrated Strategy Engine to Maximize your Results

Get end-to-end, multi-channel campaign management and execution, from creation through final measurement. A powerful decision engine drives segmentation and customized collateral to effectively target and market to your customers. Real-time decisioning and analytics drive strategy so you can refine your campaigns and drive performance improvements.

## Right Message, Right Time, Automated

Experience the difference that integrated strategy, workflow, and an on-demand customer portal can make in your campaign's performance and response rates. Customers can engage using their preferred devices which make it as easy as possible to interact.



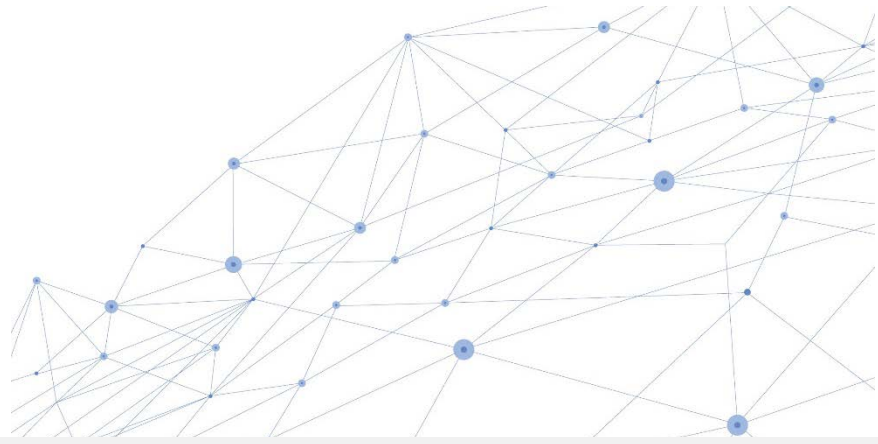
They can respond to individualized offers, make payments, and update their accounts with 24/7 access. Foster deeper relationships as you deliver the responsive onboarding your customers crave.

### The Highlights

If you're in a hurry

- Quickly create and execute personalized communications.
- Tailor communications based on customer segmentation and responses.
- Test and refine data-driven strategies before execution.
- Respond in real time to customer inputs.
- Send the right messages at the right time to maximize response.

# Campaign Management



## Efficiently Manage Profitable Campaigns

### Drive Campaign Performance

Katabat Campaign Management delivers multi-channel campaign management and execution, from creation through final measurement.

Use multi-dimensional segmentation and customized collateral to effectively target and market to your customers. Real-time decisioning and analytics drive strategy so you can refine your campaigns over time.

Collect data to qualify your customers for additional products and services. Conduct customer satisfaction surveys. The solution automates communications, then collects performance data to accurately measure campaign performance.

### Improve Response Rate

In today's fast-paced environment, it is important to deliver the right message at the right time and through the best channel. Katabat Unite enables multi-channel campaign deployment, from text messages, to email, and direct mail. Communicate with your customers the way they prefer and enjoy the resulting benefits of improved response rates and customer satisfaction.

### Key Benefits



Reduced expense and improved operational efficiency powered by a unified communications platform



Superior service and offer strategies



Personalized customer communications through variable drive content



Increased campaign performance with multichannel deployment