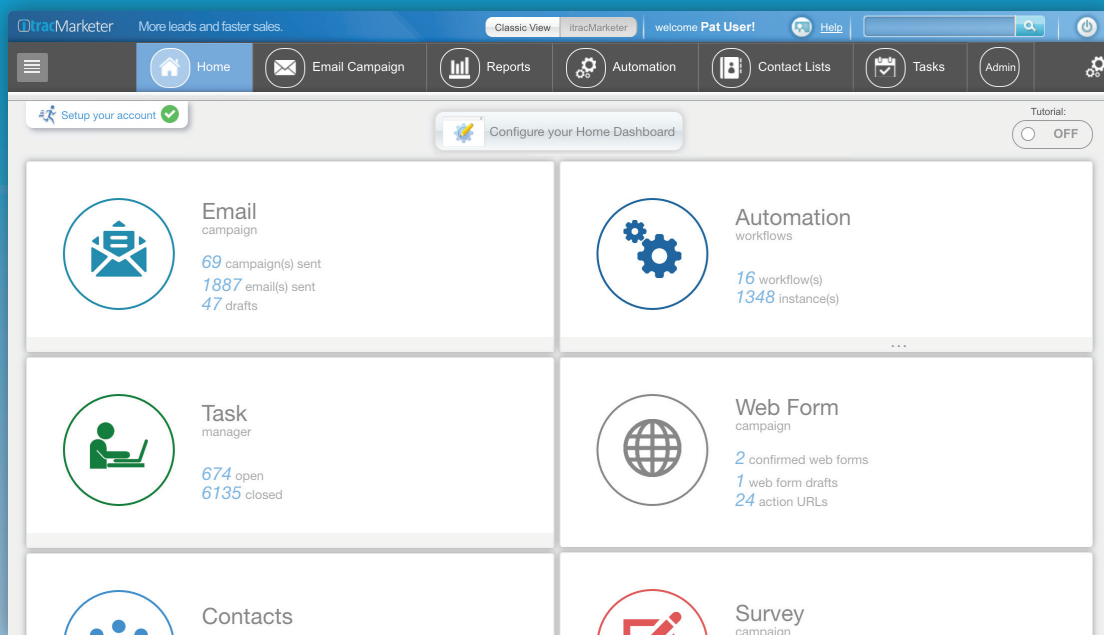


...a marketing cloud platform with unparalleled support and integrated solutions to drive your digital marketing



itracMarketer is a complete digital marketing platform with **email marketing**, **marketing automation** and **CRM** capabilities.

*"it is about the people at iTRAC!
You get a relationship and
service par none – the service
and relationship are invaluable
and distinct."*

—Peller Estates Winery



Advance your Email
and digital marketing capabilities on a platform you can grow with and will accelerate your business growth



Automate
Save time and be more productive



Be successful
Dedicated service and support to transform and improve your marketing, sales and service processes

Why itracMarketer?

- Self or Full-service, we provide dedicated customer success resources to serve as an extension of your marketing and sales team
- A flexible platform that can be integrated and customized to meet your business needs
- Unique account structure to manage one or many departments, brands, customers
- Fully integrated CASL compliance manager for businesses marketing to Canadians

Email Marketing

Email is still the most effective digital channel and it is at the core of our platform. **itracMarketer** has evolved the process to create, manage and execute highly effective targeted, dynamic and automated email marketing programs with an intelligent and user-friendly interface. The extensive and ever growing list of features continues to increase productivity on any type of communication from marketing to sales or even customer service.

KEY FEATURES:

- Easy-send – our simple step-by-step straight forward process to execute any email campaign or program.
- Content Creation and Management – Effortless design with the drag'n'drop WYSIWYG interface or select and customize from the dozens of responsive templates available.
- Targeting, Segmentation and Personalization – List splitting, dynamic content, custom profiles and fields. The options are all available for the most advanced marketer.
- Scheduled, Auto-respond, Triggered or Transactional – it connects, configures and seamlessly integrates with any landing page or business system.
- A/B testing, Deliverability with *ReturnPath®* and *Litmus* device testing
- Email Management – List cleaning and duplication detection
- Promotions – Coupon management with Mobile redemption
- Link shortener and social posting with tracking and reporting
- Real-time Tracking, Reporting and Analytics

Marketing Automation

Whether it's business-to-business or business-to-consumer we have your automation needs covered. The **itracMarketer** platform is a marketing Swiss army knife that can automate campaigns and programs across all of stages of the customer lifecycle.

KEY FEATURES:

- Build simple or advanced workflows and turn-key programs that engage your prospects and customers.
- Schedule tasks or trigger actions with our flexible rules engine.
- Track behavior across websites and score leads or customer actions.
- Integrate data from your CRM and business systems.
- Landing Pages and Web forms – Design and build effective pages/forms with our simple drag'n'drop tool then connect data processes and triggered programs.
- Survey Builder – Include surveys to enhance profiles, conduct research or generate quick business insight with detailed reporting.
- Program Management – Nurture leads through drip programs or develop a multi-step retention and win-back program, the options are endless.

CRM

Our application has a fully robust CRM solution built-in so you can connect all of your Marketing activity with your Sales and Service to build and maintain strong healthy customer relationships. Whether you integrate your own CRM or use ours, the **itracMarketer** platform can keep track of all of your data on prospects and customers so that you know where you stand at all times. Combined with essential Email and Marketing Automation functions we provide a comprehensive and flexible tool for all of your digital marketing needs.

KEY FEATURES:

- Activity Tracking – Maintain a full history of online and offline actions and events that can be used to score, segment or initiate marketing or sales activity.
- Contact iProfile – Keep a complete and accurate profile for every contact and add unique and custom fields for your business.
- Note capture – Sales and service notes can keep track of detailed interaction or next steps with prospects and customers.
- Task Manager – Set up reminders and follow ups to keep yourself organized.
- 1-to-1 Messaging – Personal touch sales or service messaging sent through the application can use templates, maintain compliance and ensure up-to-date history in profile.
- Lead Management – Set up and manage your sales process to capture sources, score and rank leads and then track deals.

INFINITE POSSIBILITIES. **PROVEN RESULTS.**

Contact us today to discuss your business needs and how we can help solve your current challenges with our platform and service.

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