



# eCampaign 2.0

**Personalized Electronic Campaign Management**  
The Simple Solution to reach your Customers

**SMS • FAX • Email**

One of the main characteristics of any successful company is its ability to communicate with its customers. Personalized communications has always proved to have a better effect on strengthening customer loyalty. This fact was the main reason that urged SmartSoft to create eCampaign.

Creating dynamic personalized messages is made easy by utilizing simple-to-create templates that can be either a Rich Text Format (RTF), HTML file or a Text file. Embedded in the templates files are keywords/fields that can be updated from built-in eCampaign address book, Windows Address book, or any external ODBC compliant database such as Oracle®, SQL server®. These keyword/fields gets updated dynamically each time the messages are created, thus assuring an up to date truly personalized messages for all recipients.



eCampaign provides the ability to schedule message generation (template processing) for targeted recipients by time and date. This feature is vital for cost management and event driven campaigns.

Once created, a message can be sent by email, fax or SMS. The delivery status of each message can be easily tracked as Pending, Delivered or failed.

## eCampaign Features

eCampaign is the first product to introduce the outbound ONLY messaging concept. Unlike email or fax software that allow sending and receiving messages, eCampaign is intended to enable ordinary office workers to create and manage messages. The following highlights the main features of eCampaign:

### Template creating

- Business experts create message templates. Templates created by experts in message campaigns can be in many formats text, Rich Text Format (RTF) or HTML. The created Template can include many keyword/fields to be processed from data source at run time.
- Templates reused each time you want to send the message, no need to re-write business messages or announcements each time
- Templates make your message personalized .

A powerful feature of eCampaign templates it makes your 100 or 1000 messages looks personal. Your recipients will take of your message if the message start With Dear Mr. June , ABC Purchasing Manager.

### Campaign management in one concept: -

Unlike email and fax software, eCampaign provide the ability to dynamically generate personalized messages, track delivery progress and manage the campaign all in one easy to use package.

### Different Channels at one Engine:

With eCampaign you don't have to waste time deciding how to deliver your messages and what software to utilize. eCampaign supports all known channels : email, fax and mobile SMS. Further more,

eCampaign provides the campaign manager with all the tools he needs to manage and track his campaign through any or all of these channels down to the message level.

### Attachments

For the first time in message creation you have the choice of attachments in fax like email. eCampaign simplifies attachment management, you don't have to track files or images as in normal email or fax software, eCampaign manages attachments in the same way for each channel.

### Statuses and feedback

Each recipient is monitored for status update for the whole campaign. You will be sure that 1000 messages have reached all your recipients; also you can free corporate resources by scheduling the sending process to start at none working hours or days.

### eCampaign Modular components add when needed.

eCampaign design is fully modular and plug-able software , when your business need new component you don't need to re-install only install the component you have purchased .

- Connect to Windows Address book or to any ODBC database.
- Email Components to Send Campaigns by email
- Optional FAX engine connectivity , you may want to send your message by fax , you can to eCampaign the fax engine components manager which use Windows FAX engine under Windows 2000 or XP professional edition.
- Optional SMS components , when you want to reach mobile customers with personalized messages , adding SMS channel is as easy as email, SmartSoft provide GSM Mobile with cable.
- Voice Messages ,will be available soon ! .

## Technical Fact Sheet

Resource	Description	Comments
Operating System	Windows® Server or Professional , tested with XP Professional	
Memory Requirements	128M	
Disk Space	20MB	Each fax requirement 0.5 MB for each A4 size , faxed purged after sending
Database Connection	Using ODBC 2.x	Maximum view record is 50,000 each database connection
Outlook® Connection	Direct management to Outlook® database	
Internal Address Book	Simple Address book	No need to have database if worked for simple office
Email , FAX and SMS	Select the channel you need	Provided Mobile phone with cable connection for SMS option
FAX Option	Using Windows Fax Engine	No need for any fax engine
Email Option	Using Standard Dial-up or direct connection to the internet SMTP server must be configured	
SMS Option	Supplied with the package mobile data cable phone.	No need for internet connection only SIM card from GSM provider



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