



Integrating Email Marketing with Ecommerce Order Management Systems

“As one of the most efficient direct marketing channels, email marketers should continue to embrace relevancy empowering tactics as consumers’ appetite for email in this economic downturn is strong and inboxes will remain cluttered.” – *The Resilience of Email Marketing in Tough Times*, Forrester Research, April 2009

It’s common knowledge that sending relevant and timely email messages generates the best response. But sometimes it’s easier said than done. When detailed profile data lives in a separate database, getting the systems to sync information can be time consuming and frustrating.

Partnership Profile

Working with Bronto and StoneEdge, you gain from an existing integration. Past purchases and buying frequency data populates into actionable segments within Bronto so that you can send targeted campaigns based on a contact’s history.

Additional benefits:

- Segment based on purchase recency, frequency and monetary value.
- Easily run segments using a combination of criteria to flesh out any hunches before building a campaign. Uncover target groups that have potential.
- Build automated messages based on last order date to remind customers that it may be time to reorder.
- Reward high profile customers by enrolling them in a VIP club based on their annual purchase amounts.
- Combine contact history with click-through behavior to build deep profiles that enable you to further personalize each message.

Build custom segments based on recency, frequency, and monetary value.

Offer exclusive rewards to your best customers.

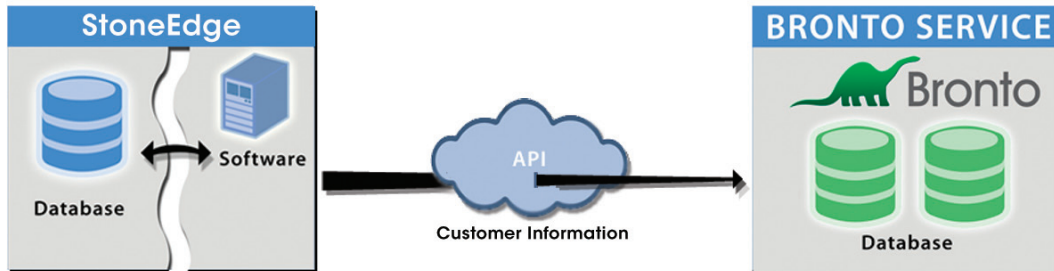
Bronto Partnerships Profile. Driving email marketing value through e-commerce integrations.

Key Joint Solution Benefits:

- Send highly relevant email campaigns
- Increase sales and buying frequency
- Build loyalty among high value customers
- Automate reminder messages

Successful Retailing Strategies:

- Build re-engagement plans to stimulate inactive customers
- Keep customers informed of new products similar to past purchased products
- Build dynamic content into regular promotions that keep the message relevant to the contact's profile



About Bronto

Bronto Software provides web-based email marketing services to online retailers and more than 3500 other organizations worldwide that see email marketing as a critical function of their business. Bronto's intuitive, enterprise-level software application is used by customers like Durham Bulls, Women's Professional Soccer, National Aquarium, and National Thoroughbred Racing Association. The American Business Awards recognized the company's proactive approach to service with a Stevie Award for Best Customer Service Department in 2009.



Office:
324 Blackwell St.
Suite 410
Durham, NC 27701

Web:
www.bronto.com

Sales:
1.888.BRONT01

Email:
sales@bronto.com

About StoneEdge

Stone Edge Technologies, Inc. has been shipping the Stone Edge Order Manager since 2000. Today it is used by nearly 2,000 small-to-medium Web, POS and catalog merchants, including eleven of the 2009 Internet Retailer Top 500. The Order Manager is compatible with over 40 Internet shopping carts and other sales channels. Prices range from \$1,995 for the Standard Version to \$5,995 for the SQL Server compatible Enterprise Version, with no recurring fees other than optional annual maintenance contracts.



Office:
920 Germantown Pike
Suite 112
Plymouth Meeting PA 19462

Web:
www.stoneedge.com

Sales:
877.786.6393

Email:
info@stoneedge.com