



Intellica Event&Action Manager (EVAM)

Event Driven Marketing

Next Generation Marketing

Events determine when Customer need something not when you want to sell them something

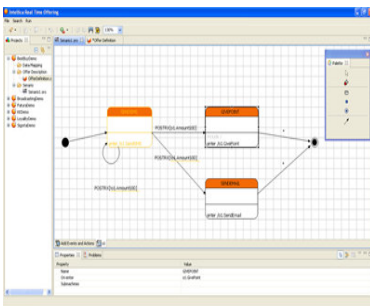
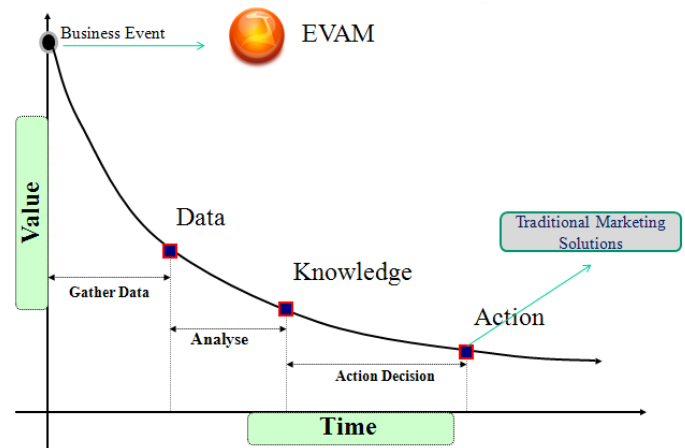
What is EVAM

EVAM is a real time event driven direct marketing engine capable of responding to customer events and interacting with customers individually. It can target offers and/or promotional messages to customers based on the current event and past data.

The purpose of EVAM is to make organization have capability of giving responses to customer events as optimal as it can be. Customers receive promo-

tional offers and service messages that are of interest to them at the moment, and marketers avoid the shotgun approach typical of most campaigns.

Research has shown that the customer response rate **decreases by about 66%** for each 24 hours. An average response rate of 70% for contact within 24 hours is common. This drops to around 25% within 48 hours and less than 10% in 72 hours.



Main features of EVAM

Why EVAM

- Graphical representation of rules
- Extreme performance
- Use of Customer Actions Memory – keeping a history of customer actions
- Ready reporting and real time monitoring.
- Easy implementation and integration with operational systems

EVAM has three main modules

- Designer
- Engine
- Monitoring

Within the designer module it is possible to define

- Customer Event
- Output Actions
- Validation Action
- Offer Scenarios

After deploying project, IOM Engines captures the customer events and depending on the scenarios that are defined output actions are executed.

EVAM has designed to response to the huge amount of customer events in real time.

Out Of Box it comes with several output actions such as "Send Email",

"Send SMS", "Mail Merge", "Call Any Web Services" etc.

EVAM distributed with its SDK and it makes easy to implement new Output Actions depending on organization needs.