

Web Content Management – Built for Online Marketing

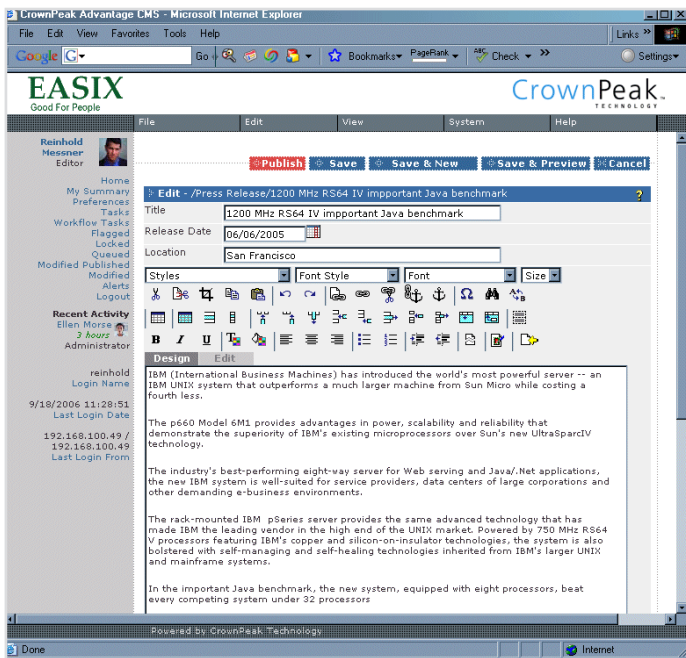
Manage Content not Technology

Fast, economical and easy. Manage both your web site and email content with CrownPeak CMS. It combines an award winning interface, powerful workflow, content management and publishing features, with the cost-effectiveness of software-as-a-service.

What's the result? Easier, faster, less expensive web site management. CrownPeak's customers manage content, not technology.

Overview

The CrownPeak/ExactTarget solution allows you to manage all of the content on your web site, including your landing pages and digital assets in an extraordinarily easy-to-use interface with powerful workflow, approvals and site publishing capabilities.

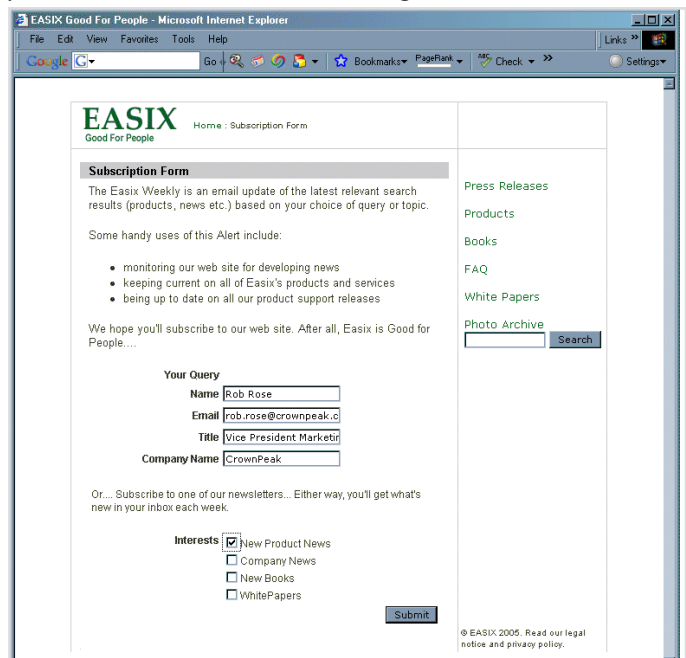


Manage content directly in an easy to use WYSIWYG editor

Manage All Your Marketing Content Through One Interface:

Work on your web site content, create and manage hundreds of landing pages and your email newsletter content all through CrownPeak CMS. Publish email content seamlessly and directly into the ExactTarget interface and then manage your subscribers, scheduling and other email marketing workflow directly in ExactTarget.

- ▶ **Deploy and Manage All Your Landing Pages Easily:** With CrownPeak, managing subscriber forms and all your different campaign landing pages couldn't be easier - simply edit, approve, publish and repeat. And they're already integrated, so marketing managers can roll out new campaigns that are already set up to push new subscribers into the ExactTarget database.



Easily manage forms for landing pages

- ▶ **A full 360 Degree Online Marketing Solution:** With our other joint partners of WebTrends and Salesforce.com, CrownPeak is the last piece of the 360 Online Marketing Solution. Manage all your web content and your landing pages through CrownPeak, and communicate to them through ExactTarget. Track them throughout the whole web site using WebTrends, and push the customers into Salesforce.com.

All the Benefits of Software Delivered as a Service

- ▶ **Low Cost – No Hardware:** Total cost of ownership is 40% of the cost – or less – compared to similar installed solutions.
- ▶ **Fast Deployment – Easy To Use:** Focus on what's most important; managing your business. No lengthy installation or integration issues. With our simple user interface, a first-time user can work with the system immediately.

- ▶ **LifeLong Active Service – And No Hidden Costs:** When you engage with CrownPeak, you get more than world-class software - all of our customers receive dedicated account management. This dedicated account manager is not only there to assist with the implementation of the software - but is an extension of your online marketing team for the life of the contract.

CrownPeak includes service hours as part of the software subscription fees. And, we believe in it so strongly - your account manager's response times are guaranteed as part of your SLA!

It's as Powerful as You Need Web Content Management to be

- ▶ **An Enterprise-capable solution for your unique needs:** Sophisticated workflow capabilities, internationalization, digital asset management, multi-channel publishing, versioning and auditing - all are standard features.
- ▶ **Highly Interoperable - And You Decide Where To Host the Web Site:** No changes are needed to your existing hosting environment or your software applications. Or, if you desire, CrownPeak will host everything for you. A fully outsourced web site management service.
- ▶ **A Complete Solution – Satisfaction Guaranteed:** CrownPeak handles all of the integration issues for our clients and guarantee our price and our work.

Summary

It's really the best of both worlds. At CrownPeak we didn't try to duplicate an email campaign management system – we partnered with the best. And ExactTarget is truly the leader when it comes to Email campaign management. By using CrownPeak, integrated into the ExactTarget system, our customers enjoy a best-of-breed solution that is truly scalable to your digital marketing needs.

The solution is also integrated directly into our other partners WebTrends for web site analytics and salesforce.com for CRM. This means that CrownPeak can be the hub of your digital marketing efforts.

And our relationship makes it very easy to buy – whether you have an existing relationship with ExactTarget, and are just looking for the integration – or whether you want a single point of contact for project management.

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