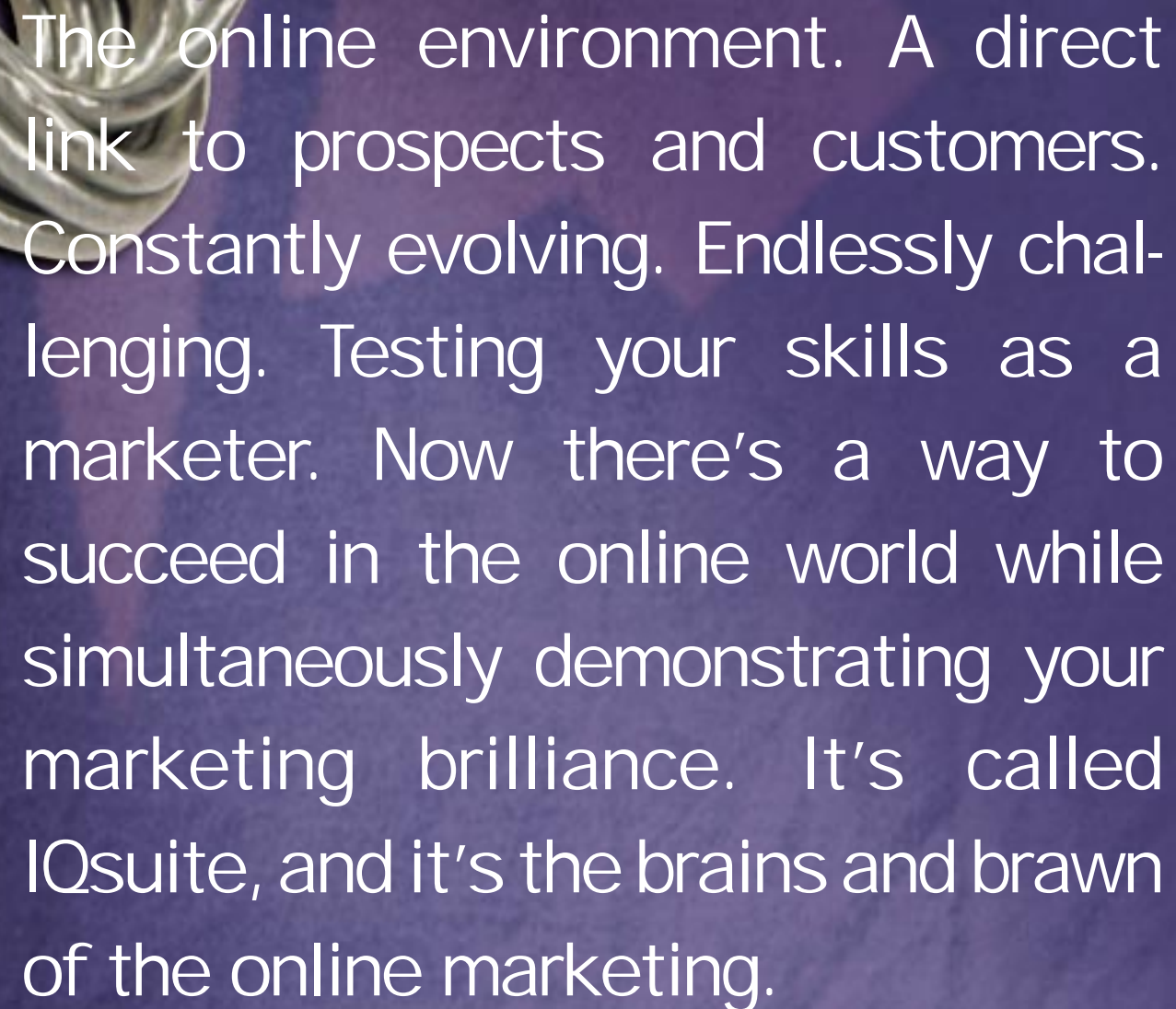




To succeed in the world
of online marketing,
you don't have to be a genius...
you just have to act like one.

newworld 
be brilliant



The online environment. A direct link to prospects and customers. Constantly evolving. Endlessly challenging. Testing your skills as a marketer. Now there's a way to succeed in the online world while simultaneously demonstrating your marketing brilliance. It's called IQsuite, and it's the brains and brawn of the online marketing.

Created *by* Marketers, *for* Marketers.

IQsuite. Brainchild of world-class marketers. The result of years spent on the front lines. Deep in the trenches. Planning, executing, optimizing and analyzing successful online and offline campaigns for some of the world's largest corporations. Real world, time-tested strategies that quickly identify the quickest path to online success.

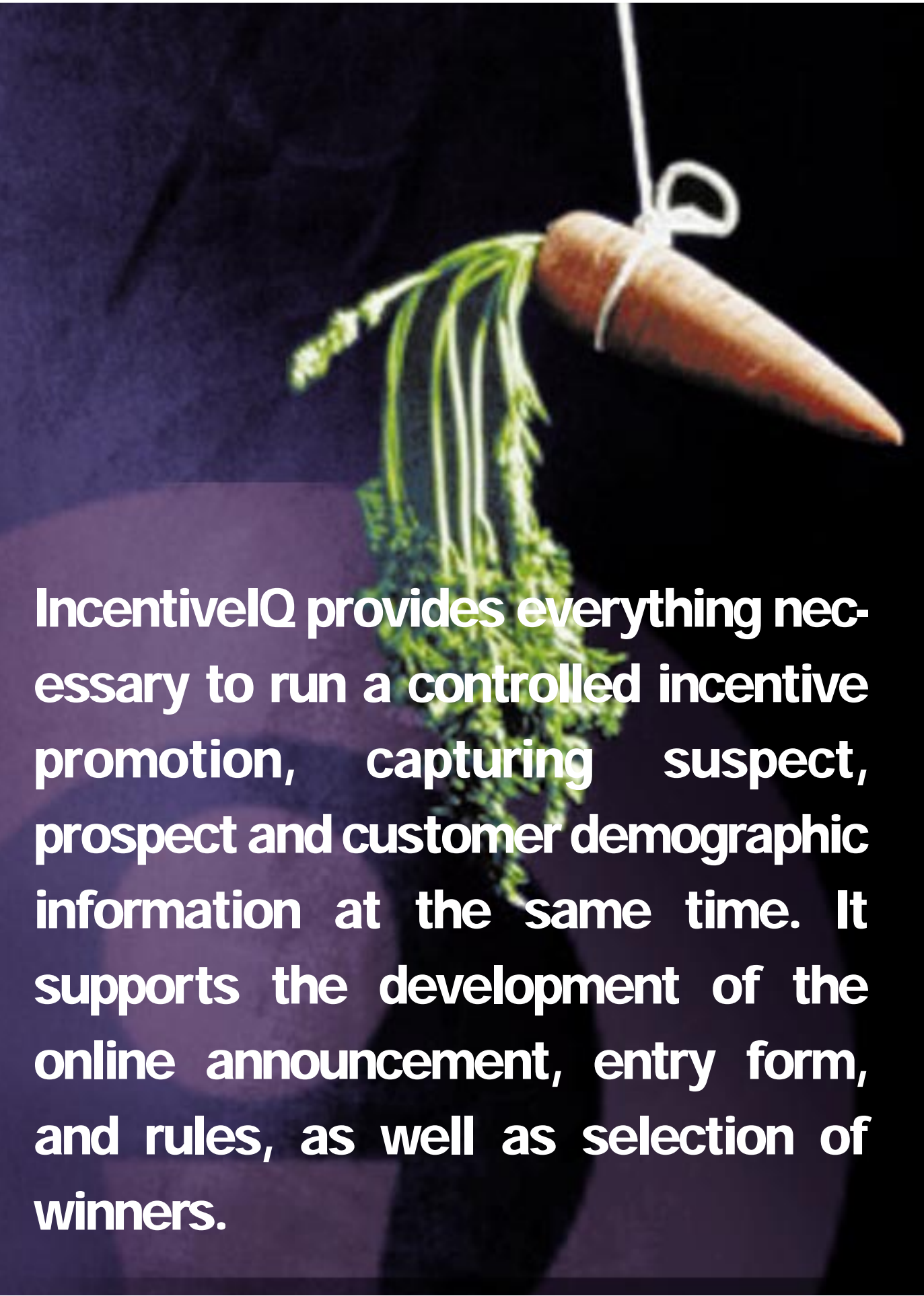
NewWorldIQ delivers four, distinct and powerful tools that enable you to exploit the marketing potential of the internet. Valuable tools. Implementing proven offline marketing strategies that have been re-engineered to take full advantage of the online world's offerings. NWIQ provides the best practices and roadmaps that help you:

- *Create incentive based direct emarketing that hooks prospects and enable you to capture vital information critical to your marketing success*

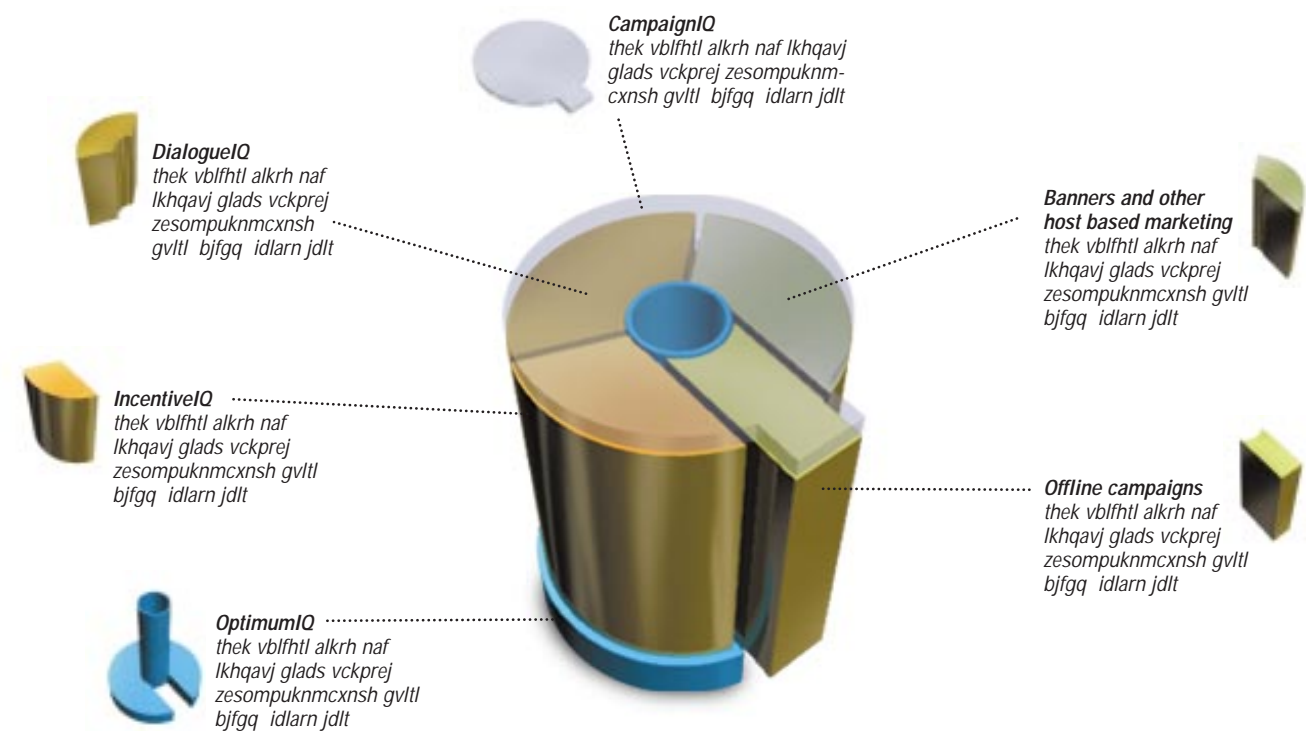
- *Build and nurture relationships through continued dialog that turn prospects into customers*
- *Respond to changing consumer behavior in real time, 24/7/365*
- *Plan, manage and execute multiple campaigns – both online and off – and accurately predict the expected dollar and cents return for each*

IQsuite maximizes your sales resources by automatically, and continuously targeting suspects and prospects at various stages of the sales cycle. Using proven incentives and communications to keep in touch, it moves suspects and prospects forward in the cycle, while encouraging long-term relationships.

IQsuite takes you through the entire customer lifecycle: from initial contacts through customer retention. The result? Maximized results, and minimized risks.



IncentiveIQ provides everything necessary to run a controlled incentive promotion, capturing suspect, prospect and customer demographic information at the same time. It supports the development of the online announcement, entry form, and rules, as well as selection of winners.



Delivering best practices to solve your toughest marketing challenges. From *Initial Contact* through Customer Retention.

Four versatile tools boasting a wealth of features that simplify the planning, execution, optimization and analysis of your marketing. Use them independently, in a variety of combinations, to enhance their value, or with other online execution tools.

IQsuite's robust, best-of-breed technologies – employed at your location or as a hosted service – provide the support you need for the rigors of the online world. Flexible, scalable and extensible, IQsuite easily adapts to meet your changing marketing challenges.

IncentiveIQ

Incentives are a powerful marketing tool. Used properly, with suspects, prospects, or customers, they boost the opt-in rate. So you can

capture leads. Build a marketing data base. And drive traffic, for current, and future sales.

IncentiveIQ provides everything necessary to run a controlled incentive promotion, capturing (suspect, prospect and customer) demographic information at the same time. It supports the development of the online announcement, entry form, and rules, as well as selection of winners.

Its incentive-based marketing tool include Sweepstakes, Instant Winner, Coupons, Samples/Premiums, Lead Capture/Qualification, and Event Management. IQ Sweepstakes allows a customizable look and feel, smart fields, and 24 x 7 monitoring.

IncentiveIQ's RoadMaps™ feature, including nine specific modules, offers best practice models for more effective incentives.

Opening and Sustaining the Lines of Communication


DialogueIQ

Communication is essential to any successful relationship. DialogueIQ automatically opens lines of communication with prospects and customers, and sustains that communication with skillfully targeted messages that are ideal for that person at that point in the sales cycle.

This automated tool makes it easy to enjoy the benefits of traditional dialogue-based, retention marketing programs in the online world. So you can keep the conversation going. And boost your sales conversion rates.

DialogueIQ supports many aspects of customer email. Allows the customer to complete a full, 1-to-1 personalized email (or web-based) dialog that reflects his needs and interests. Offers automated email scheduling and target-list selection, filtering and segmentation. And supports the full range of retention marketing tools, including marketing/market research, sales, customer satisfaction, and customer updates.

DialogueIQ's RoadMaps™ makes it easy to transfer knowledge about the dialog to other members of the marketing team, so everyone can work more effectively.



DialogueIQ automatically opens the lines of communication with your prospects and customers. Nurturing the relationship through skillfully targeted messages and events based upon the prospect's place in the sales cycle. DialogueIQ keeps the conversation going. And boosts your sales conversion rates.



OptimumIQ quickly improves the performance of online marketing campaigns by constantly monitoring and taking action based upon customer actions, competitive threats, and external marketing conditions.

Real-time optimization; Improving the performance of online marketing campaigns 24x7x365.

OptimumIQ

Optimizing Results, 24 x 7. Online marketers must constantly optimize their campaigns. Or they're history. Because no marketer can survive rapidly changing customer tastes and endless competitive threats without fine tuning their marketing message. And no tool optimizes online marketing faster, or better than OptimumIQ.

Using one-to-one marketing rules based on predictive models, this automated tool provides real-time optimization, constantly calculating the proper response to every customer action, and to competitive threats or external marketing conditions. It sorts through data to recommend new segments and targeting rules. Updates and improves segments during a campaign. And tracks results based on business objectives, rather than a single action.

Improves Results 10-40%. It learns and proves the most valuable media buys across your entire customer base, as well as for different market segments. No wonder it improves online marketing campaigns by an average of 10-40%, measuring true and final results, rather than just clicks.

This feature-rich tool supports Email, Banner, Landing pages and Web pages. Easily integrates with virtually all online execution tools. Maximizes campaigns that follow the customer from offline to online experiences. And includes built-in, web-base reporting tools.

It also extends the value of your investment in IncentiveIQ and DialogIQ.

Manages every aspect of your online and offline campaigns, for simplified planning, precise tracking, indepth analysis, and repeatable success.

CampaignIQ

CampaignIQ, the premier marketing hub, is a high level tool that integrates all your marketing activities. It works with IncentiveIQ, DialogIQ and OptimumIQ to deliver unprecedented flexibility in managing even the most complex campaigns.

CampaignIQ organizes all aspects of your marketing programs, for better planning, and easier tracking and analysis of information. It plans, costs, measures and optimizes campaigns based on real revenues, expectations and historical data. Helps you understand what each program, campaign and interaction is costing your company, and what results are being produced.

Campaign IQ seamlessly integrates offline and on line marketing. Compares current results to historical results. Shares workflow and tasks between your department, agencies and vendors. Closes the communications gap between marketing planning, operations and execution, to promote knowledge transfer. It's truly a marketing know-it-all.

IncentiveIQ

Proven incentive-based marketing programs that deliver qualified leads. Monitor, measure and report campaign success immediately. Reduce costs. Increase ROI.

DialogueIQ

Establish and nurture relationships through continued dialog. Deliver 1-to1 individual communications to prospects and customers. Segment and filter results to refine campaigns. World-class monitoring and reporting.

OptimumIQ

Improve the performance of online marketing campaigns 24x7x365. Analyze current campaign results and customer information and take action. Reduce risk. Deliver measurable ROI in weeks, not months.

CampaignIQ

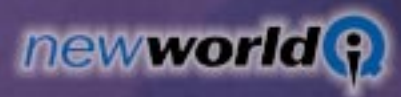
Combined online and offline campaign planning and execution. Analyze, understand, and boost campaign performance. Improve team communication and share marketing best practices.

Marketing online has never been as easy as it is with IQsuite from NWIQ. Even if you already have marketing brains to burn, it pays to investigate the most comprehensive, powerful Enterprise Marketing Automation system available today.

For more information; www.newworldiq.com or call 800 000-0000.



See what's working. And what's not. CampaignIQ's console provides an 50,000 foot view of your universe. Both online and off. Valuable data. Essential to planning and executing successful campaigns.



Corporate Headquarters
1270 Oakmead Pkwy.
Suite 214
Sunnyvale, CA 94086 USA
(800) 000-0000
www.newworldiq.com



IncentiveIQ — Everything you need to run a controlled incentive e-based promotion

Incentive-based programs have been key to capturing new meaningful prospects and to increasing the value of customer bases for years, but companies are now challenged when they consider conducting them online. Marketers seeking to engage prospects through electronic channels find a very wary audience, annoyed by constantly increasing “interruption marketing” and spam. Gaining a new audience’s authorization to engage them in dialog is problematic, with weary prospects all too often inclined to opt-out as a reflex, without really considering a product or service.

In addition to the challenges inherent in choosing the right kind of online incentive program to reach the desired outcome, there is a steep learning curve (and high cost) for running online promotional programs, as well as a morass of legal, administrative and fulfillment requirements. NewWorldIQ has found that few organizations have the in-house staff, technology and expertise needed to manage these types of programs effectively - without alienating their target audiences.

Benefits

Deliver Quality Leads

IncentiveIQ uses proven incentive-based marketing programs to deliver interested, qualified leads to your sales team or directly to another enterprise software system.

Measure and Report Campaign Success Immediately

IncentiveIQ includes web-based tracking and reporting tools to help you monitor and measure success during the campaign. The system offers full closed loop reporting from the customer’s initial view of the offer, all the way through fulfillment and final purchase.

Reduce Costs, Increase ROI

IncentiveIQ is a hosted solution - there is no software to install and no new hardware to buy. You can concentrate on good marketing, not software deployment, and bring in more leads and more revenue for less money.



IncentiveIQ: a complete online incentive and promotions system

Actions

Special offers and online calls to action

Savings

Digital coupons for immediate online redemption

Coupons

Secure, printable coupons for in-store redemption

Leads

Prospect list generation from signups and information requests

Sweepstakes

Giveaways and prizes

Games

Interactive entertainment

Surveys

Lead qualification

Polls

Real time interactions

Premiums

Product samples and giveaways

Viral Promotions

Refer-a-friend, affiliate programs





DialogueIQ — Establishes the lines of communication. Nurtures relationships with prospects and turns them into life-long customers.

Harnessing the potential of online marketing programs to produce a sustainable, personalized dialog is a challenging task for marketers today. For retention marketing to be effective, marketers must conduct several different multi-stage campaigns that rely on standard, proven processes, accurate segmentation and targeting, and effective data management practices before consistently superior results can be obtained. Producing these kinds of campaigns in the online world is further complicated by the shortcomings of tools and the procedural hurdles associated with developing these campaigns. The process of building successful email and web marketing campaigns can be an arduous task, complicated by disconnected email systems, personalized websites, commerce engines, and online tools lacking the appropriate measurement mechanisms to accurately report on campaigns that function across these multiple systems.



To be successful in online, marketers need an easy to use system that will allow them to gain the benefits of traditional dialogue-based, retention marketing programs while leveraging the new power for personalization and real time interaction that online channels offer, while keeping things simple and manageable.

Benefits

Improve customer relationships by creating, sustaining and optimizing personalized dialogs

DialogueIQ's rules-based personalization engine works together with its email-marketing engine to deliver 1-to-1 individual communications for all information delivered to your customers.



DialogueIQ™

A cost-effective, easy to use, next generation eMarketing solution that gives marketers the power to create, execute, measure and improve dynamic and effective email and web communications to enhance customer relationships and retention.

DialogueIQ

A low-impact solution that is easy to get up and running with minimum investment or IT involvement. Depending on your needs, DialogueIQ can be hosted or installed as Enterprise software.



OptimumIQ — Automatically improves the performance of online marketing campaigns 24x7x365.

OptimumIQ is the fastest way to measurably improve the performance of online marketing campaigns.

As a marketer, you leave nothing to chance. You test, you monitor, you analyze, report and refine. Then you start the process all over again. Online campaigns make this process much harder. The vast amount of data and the speed of the interactions makes it too costly – in time and money – to review it all. Frequently, changes outside your control can affect the success of your own campaign. To be successful, you need a way to continually monitor your campaign, and respond immediately to market changes and new opportunities.

OptimumIQ is available as a rapidly deployed hosted solution.

OptimumIQ takes the risk out of your campaign. OptimumIQ automates the process of analyzing campaign data and updating of targets and segments to drive increased action. OptimumIQ continually tests the campaign creative ads to learn – and show – the ads that are driving actual results, not just clicks. Built-in web-based reports make it easy to show total campaign performance, as well compare media buys, customer segments and creative attributes.

OptimumIQ has a flexible, open architecture, making it easy to deploy with your existing campaigns and your existing technology, and OptimumIQ scales to support even the largest online campaigns. For the first time, online marketers can use the same time-tested empirical testing, improvement and analysis as offline marketers – without the need to employ a small army of business analysts and programmers.

Come to Expedia®... then get away.		 Expedia.com Don't just travel. Travel Right. CLICK HERE
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Benefits

Reduce Risk

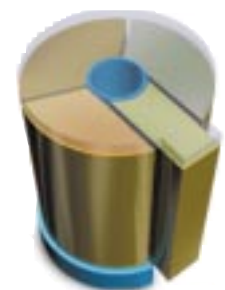
OptimumIQ works 24x7x365 to analyze the latest campaign results and customer information and take action. Even if you're a meeting, on the phone or away from the office, OptimumIQ continues to learn and improve your campaign.

Deliver Measurable ROI

OptimumIQ typically increases online campaign performance by 10-40% over manual optimization.

Focus on real business goals

OptimumIQ maximizes real campaign goals, such as new customers, subscriptions, even total dollars spent, rather than just clicks and page views.





CampaignIQ — Manage every aspect of your online and offline campaigns, for simplified planning, precise tracking, indepth analysis, and repeatable success.

In the new world of marketing where offline meets online, engaging prospects and customers across their complete marketing lifecycle is a difficult task. Multiple challenges face marketers, from managing communication between different marketing groups and teams inside and outside the organization, to bridging the functional, procedural and knowledge differences between offline and online marketing programs. Add the necessities of ubiquitous customer interaction data and workflow for each campaign, and the desire not to bombard customers with multiple campaigns, and the idea of improving performance and processes in this environment can seem all but impossible. In trying to solve these issues manually, the Marketing function becomes short-sighted, strategies disappear - bogged down by tactics, and the Marketing function loses strategic and budgetary importance.



CampaignIQ
Combined online and offline campaign planning and execution. Through its central campaign design and execution console, CampaignIQ can help you plan, analyse and improve all types of campaigns including e-mail, direct mail, coupons, banners, newsletters, web page promotions, phone calls and events.

Analyze, understand, and boost campaign performance
Using sophisticated performance monitoring, CampaignIQ enables you to quickly assess and analyze multi-channel campaigns while they are happening, and enables changes on current or future campaigns to consistently improve results.

Benefits

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Maximize campaign success with built-in predictive ROI calculators that automatically compute campaign return in both 'hard' and 'soft' costs

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Validate and test campaigns before execution through creation of "What If" scenarios before campaigns are sent out

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Even the most complex of campaigns are easy to design and execute with CampaignIQ's specially

