eMarketing

promote your event with email marketing

etouches

`quad` `pro`

Use eMarketing, an email marketing tool that makes creating, sending and managing emails/invites a breeze! Measure results with click-through and open rate reports. Help drive attendance by using eMarketing.

the simple way to manage email marketing campaigns

target messages, clone emails & track results

key features

- Create HTML or text email
- Personalized and custom messages
- Design the look and feel with point-and-click configuration
- No limit to number of emails and invites that you can send
- Target messages to those who haven't responded to prior invites
- Clone sent emails for marketing to similar future events
- Create and upload mailing lists
- Banner advertisement inclusion
- View email open rates
- Email click-through reports
- Manage unsubscribes

ideal for

- Email marketing campaigns
- Smart invitations
- Driving attendance
- Attendee messaging
- Prospecting new clients
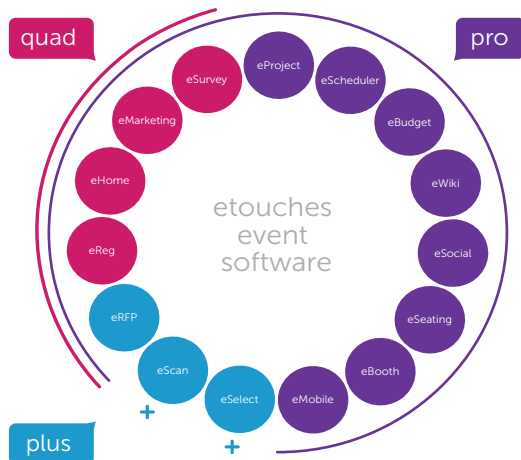- Communicating with event stakeholders

eMarketing for detailed emails & results:

- Planning to use an email marketing campaign to drive registrations?
  Smart invitation reminders can target those who don't initially respond
- Planning an annual conference and want to target past attendees?
  Upload mailing lists or select a list from a previously created email
- Planning to enhance your email marketing tactics?
  Look at open & click-through rates to see what content people liked
- Planning multiple events per year with the same content and market?
  Clone emails for similar marketing throughout your events

Hungry for more about eMarketing? Our experts have you covered with the virtual tour!

etouches.com/GOeMarketing

etouches

event management software

quad

pro

plus

etouches event software

From our powerful registration tool, eReg, to our DIY eMobile App module, etouches event management software is designed to deliver every aspect of the event cycle. Organizations large and small use our multi-module platform to organize, streamline and execute world-class events around the globe in virtually every language. Robust, user-friendly and easily customizable, the platform offers complete solutions for pre, during and post events. etouches is sold in quad and pro packages with plus+ add-on options.

- 15 modules to manage every major function in the event planning lifecycle
- Designed by event people for event people
- In-house 24/7, 365 days customer support by event and software experts
- 800+ customers, 90,000+ events, 8M+ registrations

15 modules to manage all your event aspects

eReg quad pro
Attendee, speaker and exhibitor registration and management. Badging and custom reporting.

eHome quad pro
Create and manage your event website through drag-and-drop.

eMarketing quad pro
HTML and text email messaging with click-through reporting.

eSurvey quad pro
Customizable, skip logic-enabled surveys.

eProject pro
Create and manage tasks. View project schedule.

eScheduler pro
Visual display of rooms and scheduled activities with drag-and-drop ability. Modify and report.

eBudget pro
Track approved and actual revenue/expenses for your events.

eWiki pro
Collaboration tool to allow cross-functional event teams to plan and share ideas.

eSocial pro
Agenda, attendee directory and links to social. Match making with 1-to-1 meetings.

eSeating pro
Design your own seating plans and drag-and-drop registrants based on defined seating rules.

eBooth pro
Graphic floor plan display for exhibitor and sponsor purchases. Upsell with logos, colors and descriptions.

eMobile pro
Create and manage a mobile App per event with a unique look and content from eReg and eSocial.

eRFP quad pro plus+
Venue sourcing tool to search, select and manage the RFP process from initial inquiry to contact.

eSelect plus+
Handle speaker/topic submissions and review processes. Link it to event sessions.

eScan plus+
Handheld scanners allow badge scanning for lead collections, surveys, session evaluations, and door scanning.

event software for:

- Corporations
- Event Organizers
- PCOs
- Agencies
- Media Companies
- Tradeshow Organizers
- Associations
- Non-profit
- Education
- Government

recognition

- 96% customer satisfaction
- Industry and customer award winner

Inc. 500 — growth

THE STEVIE AWARDS FOR SALES & CUSTOMER SERVICE — customer service

WOMEN OF INNOVATION — innovation

ETA EVENT TECHNOLOGY AWARDS — best event software