# promote your event with email marketing

etouches

an email marketing tool that makes creating and sending emails/invites a breeze! measure results with click-through and open rate reports. easily manage your mailing lists and drive attendance.
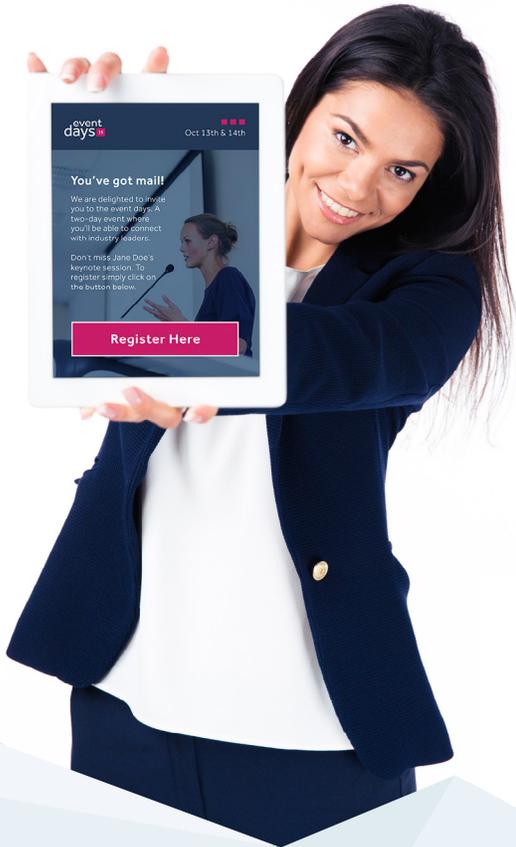
the simple way to manage email marketing campaigns
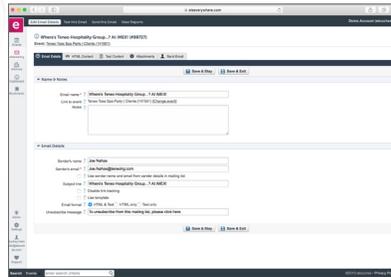
target messages, clone emails & track results

key features

▸ create HTML or text emails
▸ design the look and feel with point-and-click configuration
▸ include an advertisement banner or any other image
▸ add custom content per recipient using merge fields
▸ create custom fields in mailing lists
▸ save time by cloning and editing previous emails
▸ quickly upload and update mailing lists
▸ send an unlimited number of emails and invites
▸ link emails to your event registration database
▸ target messages to those who haven't responded to prior invites
▸ use filters to select a segment of subscribers in a mailing list
▸ easily track opens, clicks, bounces and unsubscribe rates
▸ view and export detailed reports in multiple formats
▸ allow sign up to mailing list directly from your event website

ideal for

▸ email marketing campaigns
▸ smart invitations
▸ driving attendance
▸ attendee messaging
▸ prospecting new clients
▸ communicating with event stakeholders

marketing for detailed emails & results

planning to use an email marketing campaign to drive registrations?
smart invitation reminders can target those who didn'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 marketing? our experts have you covered with the virtual tour!

etouches.com/GOmarketing

CALL US TODAY

Americas	+1 203 403 9470
Europe	+44 (0) 845 017 0848
Asia Pacific	+61 (0) 2 8213 4258
Middle East	+971 (0) 4 432 8171

SALES   sales@etouches.com

VISIT US ONLINE

etouches.com

love your event software™

etouches

core

15+ modules
including
marketing

plus+   pro
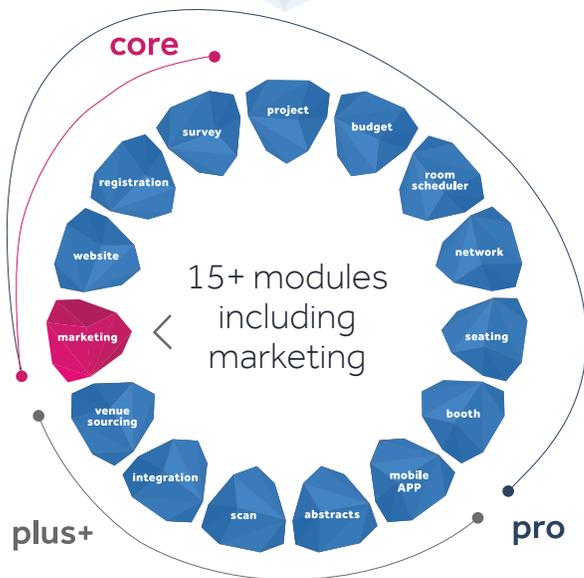
core
registration | website | marketing | survey

the core package provides the fundamental tools that an organization needs throughout the entire event lifecycle to plan, manage and market their events.

pro
core | project | room scheduler | budget | network | booth | seating

the pro package includes all the **core** modules and adds a layer of productivity and spatial networking tools for total control over the event portfolio.

plus+
scan | abstracts | venue sourcing | mobile app | integration

a-la-carte modules to serve specific components of the event cycle. each module is to be purchased individually for **core** or **pro** customers.

15+ modules to manage all aspects of your event

marketing   core | pro
HTML and text email messaging with click through reporting.

website   core | pro
create and manage your event website through drag-and-drop.

registration   core | pro
attendee, speaker and exhibitor registration and management. badging and custom reporting.

survey   core | pro
customizable, skip logic-enabled surveys.

project   pro
create and manage tasks. view project schedule with visual representation.

room scheduler   pro
visual display of rooms. manage resources and scheduled activities with drag-and-drop ability.

budget   pro
track approved and actual revenue and expenses for your events. retrieve all financial information.

network   pro
manage agenda, attendee directory and links to social. matchmaking with 1-to-1 meetings interface.

booth   pro
graphic floor plan display for exhibitor and sponsor purchases. upsell with logos, colors and descriptions.

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

scan   plus+
hand-held badge scanning for lead collection, surveys, session evaluations and door scanning.

abstract submission   plus+
handle speaker and content submissions with customizable review processes. link it to event sessions.

venue sourcing   plus+
venue and hotel sourcing tool to search, select and manage the RFP process from initial inquiry to contract.

mobile app   plus+
state-of-the-art iOS, Android, and hybrid event app that syncs with etouches modules and attendee features.

integration   plus+
plug etouches into your CRM, finance, marketing or housing ecosystem thanks to our integration engine.

---

key features
cross event reporting
data and analytics
SMMP
35+ languages
multi-currency
fully customizable

key services
event consulting
professional services
in-house, 24/7 support
enterprise offers
free, powerful API
PCI DSS level 1

recognition

90%+
2014 customer retention

97%+
2015 support satisfaction

Top 3
ranked in event platforms worldwide

award winning platform & company

HR :
Best Places to Work in Events 2015

growth :
Inc. 5000 list 2012, 2013, 2014, & 2015

customer service :
Stevie Award 2013 & 2015

voted best event technology :
Eventex Silver Award 2015

voted best event software :
Event Technology Awards 2013