DIGITAL MARKETING

Keeping clients informed and in touch should be as easy as talking to them. That's why we've made the DocuMatix Product Suite powered by Marquis — a full online communication solution, combining seven powerful tools into one intuitive interface. With so many features, communicating with clients becomes easy and effective. For on-demand and campaign email marketing, surveys, PURLs, events, management, Marquis is the one-stop solution for online communication.
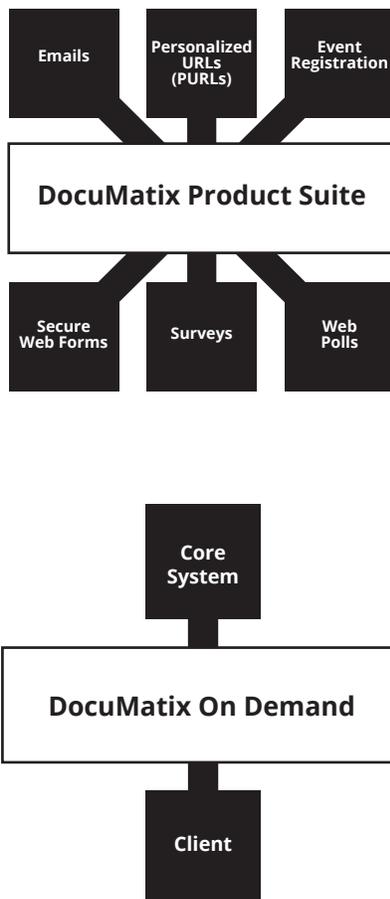
ASSEMBLY. ANALYSIS. ACTION.

By assembling data in meaningful ways, analyzing the patterns that occur over time, and then translating that information into effective action, Marquis is transforming the concept of data-driven marketing. Automated solutions go a step further, creating continual communications that respond instantly to customer behaviors.

At Marquis, all of our solutions are built to be easy to use and easy to implement. There are a number of ways we go about it, with tools including:

PRODUCT OVERVIEW

DOCUMATIX PRODUCT SUITE
As a traditional email marketing system, the DocuMatix Product Suite comes equipped with a powerful Email Manager and Digital Document Rack, along with plenty of tools to create PURLs, Secure Web Forms, Web Polls, Event Registrations, Surveys, and more.

DOCUMATIX ON DEMAND
DocuMatix On Demand™ (DOD) generates automatic, triggered emails, direct mail letters, and text messages from any core processor for actions such as NSF, ODP, opening/closing of an account, or just about any event or activity. Additionally, our DOD Marketing Automation module can automate onboarding and other marketing campaigns by using data from virtually any core processor and our Decision Tree.

DOCUMATIX TEXT MESSAGING
Talk to members/customers wherever they are in real time! Create and manage SMS text message communication with subscribers to promote a marketing effort, publicize a contest, or simply send a quick message.

WEBTRAX
DocuMatix on Demand™ is the platform by which we can add WebTrax to monitor individual activity on a website. Understand the patterns of anonymous traffic, recognize who is a customer and send emails in real time or schedule a follow-up message later with email or letters.

OUR MISSION. To make it easier for you to assemble, organize and translate complex data, behaviors and needs into actionable solutions.

www.gomarquis.com
800-365-4274
sales@gomarquis.com

MARQUIS

S-A-A-S (SOFTWARE-AS-A-SERVICE)

The SaaS model is all about keeping it simple. By offering solutions that require only an internet browser to use, it's easy to avoid the overhead and expense of installing and maintaining additional hardware and software.

REAL-TIME REPORTING

Real-time reporting means instant access to data. This provides accurate tracking and ongoing assessment of marketing campaign results.

DELIVERABILITY AND ANTI-SPAM

To ensure that all our clients maintain compliance with the CAN-SPAM Act, we maintain whitelist status at AOL, Hotmail, MSN, and over 40,000 other ISPs. Being recognized in the industry as a "permission based" sender, we are able to maintain high delivery rates for all of our customer base. The DocuMatix Spam Content Check is built on top of a leading spam-filter heuristic engine. This allows customers to proactively make changes to their email campaigns prior to delivery, and ultimately, help reduce the chance that an email may end up in the junk folder instead of the inbox.

ANTI-PHISHING

Nowhere is security more important than in the financial industry. That's why we offer robust anti-phishing tools to protect member/customer data: Full DNS Branding (Domain Branding of Email From Name and Trackable Links), an Anti-Phishing Field, as well as CommLink, a Secure Call Center Application.