



Real-Time Marketing Capabilities Unique to Emagine v7.0

- New product supports Telco's in real time decisioning
- APIs will provide a much more dynamic and versatile product

Sydney, Australia 01 May 2008: Australian owned campaign management specialist, Emagine International has released v7.0 of its closed-loop marketing system (CLMS), which allows for real-time processing of events, rewards and communications, unique to Emagine.

David Peters, CEO Emagine commented: "The real-time functionality of Emagine v7.0 will support leading telco's as they move forward into cutting edge real-time decisioning. This provides a much more personalised interaction with customers through utilising the latest in behavioural targeting techniques."

The real time marketing function creates a streamlined, targeted and instantaneous interaction between telecommunications providers and their customers. This will complement the Emagine system, which is already robust enough to process massive volumes of customer data, and can now intelligently trigger customers into the most relevant campaigns with further precision.

With Emagine v7.0, a customer marketing campaign can now be much more dynamic in its actions and results. The customer's behavioural history can be used to ensure that a marketing promotion is delivered to them through the right channel, at the right time and be relevant to their interests.

Through Emagine's CLMS, customer records or account records will be processed and monitored for specific events, such as a recharge made by a pre-paid phone user. This event will be recognised by the Emagine system in real time which will trigger a marketing campaign or reward.






Once a marketing campaign or reward is allocated in the Emagine system it will be sent off in real time to the supplier system instead of being batch processed. This will create a streamlined and instantaneous approach to campaign management for Emagine's clients.

"The new version of the Emagine system will take the product to another level in terms of satisfying our customer's requirements. It provides them with much more control over how their campaigns are set up and run. We will also continue our investment in web services architecture by creating APIs so external applications can communicate with Emagine v7.0 to support the ease of integration," concluded Peters.

A further enhancement is that Emagine 7.0 has evolved from a Visual Basic based application into a web-based software application. It includes navigational improvements to make the product much more user friendly and assist the user in setting up campaigns and customer loyalty programmes.

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About Emagine:

-  Emagine enables telecommunications companies globally, such as Vodacom South Africa, and Telstra Australia, to automate their marketing processes to reduce churn and increase customer revenues.
-  The Emagine Campaign Management system is deployed within 9 weeks
-  Emagine processes large volumes of customer data, to intelligently trigger customers into the most relevant marketing and loyalty campaigns.
-  Our methodology is called Marketing to One™.
-  Our people have practical marketing experience in the telecommunications industry, and our technology solutions have been developed from this perspective.

For further information on Emagine International visit www.emagineinternational.com

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