Evalanche
Marketing Automation

EVALANCHE

CAS genesisWorld

Marketing Automation

CAS SOFTWARE

CRM meets Marketing Automation
Tailor-made customer interaction

Successful marketing campaigns do not grow on trees. If you want to inspire your customers, you need a targeted analysis and planning as well as consistent implementation and control. Marketing Automation helps you to create customized and intelligent customer dialogs. With the interface to Evalanche, you can integrate a professional, web-based Marketing Automation into your CAS genesisWorld system.

Advantages: Automatic and self-controlling processes, professional and tailor-made e-mail campaigns available in a range of formats which you can personalize and send to selected address groups without the need for programming skills.

It all starts in CAS genesisWorld: Create your Marketing Automation campaigns in Evalanche using your qualified customer data from CAS genesisWorld.

Automatic logging: After sending, the Evalanche mailing is archived automatically as a CAS genesisWorld document and linked with the associated distribution list.

Unsubscribing and bounce management: As soon as you have sent your e-mail campaign, information on any global unsubscriptions and hard bounces is transferred to CAS genesisWorld and noted in the respective distribution list or address data record.

Targeted and self-controlling processes: Using the Evalanche Campaign Designer you can save precious time by designing integrated procedures and employing dynamic article aut018mization.

Comprehensive success analysis: Evalanche uses a range of evaluation tools to ensure a reliable means of checking the success of your e-mail campaigns, the tools include: statistical methods, cross-media and geographical analyses. This enables you to continuously optimize your target groups and increase the efficiency of your campaigns and customer dialogues.

Intelligent data enrichment - profile scoring: Enrich your addresses in Evalanche with valuable information by evaluating the quality of your leads based on profile properties.

Bring your CAS genesisWorld and Marketing Automation together for consistent lead generation and customer retention.

At a glance

- Marketing Automation campaigns based on qualified customer data from CAS genesisWorld

- Individual and target group-focused Marketing Automation campaigns in your corporate design

- Ideal return and bounce management

- High dispatch speed and quality control before mailing

- Automatic archiving and linking of e-mail campaigns as documents in CAS genesisWorld

- Comprehensive monitoring of success thanks to the diverse analytic tools in Evalanche

About Evalanche

SC-Networks GmbH is the manufacturer of Evalanche, one of the most modern, web-based e-mail marketing solutions on the European market today. Evalanche was developed specifically for agencies, medium-sized and international B2B companies and offers a wide range of marketing automation functionalities for effective lead management.

Evalanche is hosted exclusively in TÜV-certified German data centers and has been certified by the German TÜV Süd in the areas of functionality and data security since 2011. In addition, SC Networks was certified by TÜV Hessen according to ISO27001.

More than 5,000 companies worldwide rely on Evalanche - including well-known companies and organizations such as Avery Zweckform, Manpower, Hansgrohe, KUKA Roboter, ÖKO-Test, UNIQA Versicherungen as well as, several hundred hotels and over 250 top agencies.

Website tracking

Marketing
Automation

Mail

Letter

Hand in hand: Evalanche and CAS genesisWorld ensure successful marketing campaigns.

Find out more

Would you like to learn more about Marketing Automation? We're here to help!

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