

MARKETING MODULE

The Marketing Module will allow your company to take advantage of a multitude of invaluable, cutting-edge marketing and advertising mechanisms. CodeGrinders' Marketing Module enables you to plan, design, execute and archive multi-phase marketing campaigns in rapid acceleration. Your company can reach out into the client base in an innovative and targeted format, while amassing detailed information on who was solicited, by which medium and at what time. Information can be retrieved quickly and closely.

"CodeGrinders' Marketing Database contains all company marketing information, allowing the company to tune its campaigns to the specific user and maximize client solicitation and retention" ... NETsilicon Incorporated

1. Tight Marketing With High Confidence

CodeGrinders' Marketing Module will allow your marketing division to directly traffic to designated groups. This will allow you to channel direct marketing activity specifically to Reselling Partners, or any other pre-defined constituency, thus maximizing the cost-effectiveness of the various devices (promotions, rebates, etc). Narrow targeting can result in high confidence ventures with potentially more productive returns.

2. Archive Towards Marketing Efficiency:

The CodeGrinders' Database maintains a constant log of deployed marketing strategies, enabling "tighter" future campaigning. The system allows channel managers to monitor the user: administrators can see which users have longed into the different promotional zones, what questions they asked about special promotions, and other vital information. Such an instrument can assist in evaluating whether a promotional tactic was successful and how it could be upgraded for a better ends-means convergence.

3. Technical Independence:

End-to-end, CodeGrinders assures incomparable ease-of-use. Not only is this Module driven by the same *Two Click** technology that is the cornerstone of all CodeGrinders' intellectual property, but the interface also contains a bundle of pre-defined search types, which not only are conducive to easy retrieval, but also inspire and comfort the user into further browsing.