

NCR APTRA™ EMARKETING DOES IT ALL

Deliver personalized, relevant messages and marketing across multiple channels.

For more information visit www.ncr.com
or contact us at www.ncr.com/retail



Create customer interactions and relationships that add to your bottom line

NCR can help you harness your data and provide you with the tools you need to effectively communicate and market to your customers in a personalized, relevant manner. Today, marketers must employ a new approach to communicate across channels and enhance the shopping experience by acknowledging consumer preferences. This new model of consumer connection requires a new suite of tools to communicate seamlessly and interactively throughout the buying cycle. When a consumer shops online or in-store, or

contacts your call center, you can present a set of offers specifically tailored to them based on their consumer profile, including prior transaction history. You'll provide a better customer experience, generate significantly higher response rates, and ultimately generate more revenue because your customers will receive the messages at a time and place where they are highly engaged.





Seamless cross-channel marketing

The NCR APTRA eMarketing solution empowers you to orchestrate the delivery of personalized messages across multiple channels including email, mobile, online, call center, and self-service kiosk. Whether you want to send personalized marketing messages, brand communications, transactional data, triggered campaigns, or other rules-based campaigns, APTRA eMarketing allows you to coordinate these communications from one central location.



Contiguous marketing capabilities

APTRA eMarketing allows you to start an interaction with a consumer on one channel and allow them to complete it at their convenience through another. Imagine enticing the customer with a personalized coupon based on current and prior transactions, or offering a targeted promotion online that can be downloaded to a loyalty card and redeemed in-store.

It's all about offering the right message at

the right time to achieve the best results.



Rich data produces rich results

The more customer intelligence you have at your fingertips, the better you can determine what marketing channels deserve your time, effort and investment. With APTRA eMarketing, you can segment your consumers by common characteristics such as demographics, transaction history, prior campaign exposure, brand interaction and channel. Then, unlock the power of data and use personalization and dynamic content to generate demand in an efficient, effective and predictable way.

NCR APTRA eMarketing integrates data from disparate systems. This lets you transform your valuable consumer data into personalized, relevant and timely communications, reducing and, in many cases, eliminating the need for the IT department to source data on a campaign-by-campaign basis.

What do you really know about the people who interact with you? Do you have a clear picture of them? Or is the data you need for analysis spread out across the enterprise, locked inside disparate systems like:

- Customer relationship management
- Marketing automation
- Sales force automation
- Point of sale
- Accounting software
- Data warehouse
- Other legacy systems



Deliverability optimization

When you partner with NCR for eMarketing, our experts help you build a solid email infrastructure to maximize deliverability. We work with you to set up your account according to industry best practices for deliverability and list hygiene—these rules run seamlessly in the background while your campaigns thrive.

With the click of a button, NCR can show you which Internet Service Provider (ISP) delivered your email and which one filtered your message to the junk folder. Our Delivery Assurance experts watch over your campaigns and work directly with the ISPs on your behalf to resolve deliverability issues.

Spam compliance is a big factor in email deliverability—you can inadvertently use a word or a phrase that filters your email straight to the junk folder. NCR APTRA eMarketing integrates with delivery assurance tools to allow you to test your email against a variety of spam filters, assigning you a spam compliance rating so you can fix any issues prior to sending. In addition, NCR APTRA eMarketing will show you how your email renders in various ISP and email programs, so you can optimize the content to achieve a consistent look and feel in multiple inbox environments.

These are just a few of the ways NCR APTRA eMarketing empowers you to reach the coveted inbox and defends your email reputation. Together we can make every email count!



Real-time reporting at your fingertips

The real-time reporting options of NCR APTRA eMarketing focus on performance, deliverability and analytics that lead to a strong and measurable return on investment. Standard reports allow you to accurately track your campaign activity from open rate to click-through rate—and you can easily enhance your email metrics with sales data to provide true conversion rates.

Multiple export options allow you to share and measure campaign results with the push of a button or have reports pushed to you on an automated, predefined basis. NCR ATPRA eMarketing lets you track click-through rates from your landing pages, open and bounce rates for email, SMS alerts and conversion rates for multi-channel marketing campaigns. The reporting possibilities are endless.

NCR's Advanced Reporting module allows you to generate reports on any combination of the following criteria:

- Channel
- Campaign
- Segment
- Customer

Marketers dedicated to your campaigns

Most marketers are short-staffed. Many seek out vendors who can become true partners over time, in the hope that they can shift some of the workload off their own plates onto their partner's. NCR has invested in a solid team of marketing experts to provide you the industry knowledge, best practices, and consulting advice you need to engage your customers in a cost-effective and meaningful way.

From the day-to-day customer support to campaign ideation, our team is 100% focused on the performance, deliverability and analytics that lead to measurable ROI for you. You can fully outsource your creative to us, work collaboratively, or use the tool completely independent of our creative assistance—NCR's eMarketing consultants are with you every step of the way, whichever way you need us.



Leverage the experience of a global leader

The NCR APTRA eMarketing platform is a secure solution hosted in an NCR-owned and operated data center. Our environmental controls, generators, maintenance programs, and redundant configurations provide for best-in-class reliability.

The safety of your data is our number one concern—that's why we have multiple layers of security built into our data center. Combined, all these layers provide a very secure and robust data and application hosting environment.

- Only authorized personnel can enter the data center with our card-access system requiring a card swipe and PIN; access to the computer room requires a card swipe and a biometric palm scan.
- Seismic sensors installed in the computer room's surrounding walls and ceiling help protect against any intrusion.
- Network security is also in place through the implementation of our Checkpoint Firewall-1 solution.
- Secure Socket Layer (SSL) protocol is used to protect information over the Internet.



Customization to meet your unique needs

How many products fit your needs out of the box? On an enterprise-wide level, we're guessing not many. The NCR APTRA eMarketing solution is designed in a way that promotes easy customization and integration.

We are the industry leader in providing custom solutions. Whatever you dream, we can implement it; and chances are we've already built something similar for one of our current customers. We extrapolate the experience of our tenured professional services and engineering staff to fit you with a solution that not only meets your needs but also keeps you in line with industry best practices to maximize your investment.

Multiple deployment options

NCR APTRA eMarketing can be deployed as a SaaS, licensed or hybrid solution.

Why NCR?

NCR Corporation (NYSE: NCR) is the global leader in consumer transaction technologies, turning everyday interactions with businesses into exceptional experiences. With its software, hardware, and portfolio of services, NCR enables more than 300 million transactions daily across the retail, financial, travel, hospitality, telecom and technology industries. NCR solutions run the everyday transactions that make your life easier.

NCR is headquartered in Duluth, Georgia with over 26,000 employees and does business in 180 countries. NCR is a trademark of NCR Corporation in the United States and other countries.

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