

“The Accela Communications team was able to quickly and efficiently build the registration system that supported several of our microsites. This enabled us to roll-out our promotion rapidly to a set of a highly focused web pages that increased our conversion yield, while maintaining branding requirements.

Perhaps more importantly, the AccelaWorks web response management system provided us with a built-in source tracking and reporting capabilities.”

Suzanne Hermalyn,
former Director,
Custom Marketing Solutions,
Ad Age

Turn-key marketing solution combining web design services, with the power of the AccelaWorks registration and reporting system.

Microsites and landing pages are an attractive solution for marketing initiatives that require a highly focused set of web pages to support the promotion of a specific event, product or campaign. General business websites present a variety of background information that may be irrelevant to visitors' immediate needs, while microsites concentrate viewer attention on a single topic so the audience doesn't get distracted by unrelated material. Because microsites are usually dedicated to one topic, they are ideal for supporting search engine optimization tactics and techniques, which are intent upon motivating the maximum number of visitors to register for the offer being presented.

Since many microsites are designed to solicit 'call-to-action' responses for a particular marketing initiative, they require an effective registration system to support lead data capture process, which is often time-consuming and complex to implement. Accela Communications has a packaged solution designed to support the end-to-end creation and design of an effective microsite or landing page, including a comprehensive registration and reporting system.

The image displays three examples of microsites created by AccelaWorks. Each microsite is shown in a separate window with a red button labeled ">Click to view site".

- Nursing Liability Center:** Features a header with the Nursing Center logo, a group photo of nurses, and the text "Nursing Liability Center". It also mentions a partnership with "nso nurses service organization".
- Campus Technology:** A "CUSTOM RESOURCE CENTER" for Oracle, featuring a navigation menu (Home, Financial Solutions, Data Web Security, Retention & Relationship Mgmt., Small Institutions Scalable Solutions) and a main content area with a "10 of the top 10" graphic and text about Oracle's solutions for universities.
- Data Quality Drives Data Governance:** A microsite from DataFlux, featuring a header with "DATA QUALITY DRIVES DATA GOVERNANCE" and "DATAFLUX" logo. The content includes sections for "Data Governance" and "Webcasts".

A multitude of benefits to anyone managing online marketing programs that require data capture or tracking

- Gives you an integrated, turnkey solution combining sophisticated web design and production services with a powerful registration and reporting system
- Custom-built and ready to go into operation quickly
- Helps you understand your promotion results through multiple report options
- Maximizes the effectiveness of your marketing efforts with automated source tracking
- Easily stores all registration data from multiple forms in one place with "roll-up" reporting
- Passes registration data to other systems through real-time data post functionality

Microsite/Landing Page Construction

- Build up to 3 linked HTML pages with supplied content. Graphics may be supplied to reinforce existing brand elements.
- One round of review on supplied site design.
- Up to 10 hours annually for maintenance and content updates.
- Up to 50,000 registrations records.
- Up to 12 registration forms for tracking and delivery of content.
- One year of hosting for all content and data collection.

Form Behaviors

- Microsite owners may define the business rules that control the behavior of their forms. Part or all of a form may be skipped, if the user already provided the requested information.
- We will also create "behaviors" for your form, including thank you pages and/or confirmation emails.

Protected Content Storage

- We will upload and store your documents within the AccelaWorks system.
- Unregistered users are automatically redirected to the appropriate registration page, to support pass-along customer data acquisition.

SSL Form Support

- 128-bit encryption further enhances the security of data being passed through web-based forms.

Dynamic Data Integration

- Send data to SFA or CRM applications, with the real-time HTTP data post capability.
- Data translations may be defined to map one set of data values to another.

Rapid, Customized Reporting

- Customized reports are easily created and can be run at the program level or across all forms to aggregate data for higher level trend analysis. Report on repeat or unique user activity for behavior analysis.

Automated Source Tracking

- A source tracking URL is provided for each form, enabling you to gauge the performance of each marketing vehicle, based on registration results.

Classify and Deliver

- Set criteria for identifying "junk" and internal registrations to remove them from your pool of contacts, then set criteria for classification of "A", "B" and "C" records.
- Routing rules automate the distribution of leads to multiple contacts in real time, nightly or weekly.

Web response
management made easy.

Accela Communications

provides software platforms and professional services that accelerate sales and business growth for customers and partners across a wide range of industries. We create opportunities for market and audience engagement with the AccelaCastSM rich media platform, combined with the ability to measure, manage and monetize those interactions through the AccelaWorks[®] data acquisition, measurement, classification and delivery system.

For more information, please visit:
www.accelacommunications.com

Learn more about
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