

# Instant Marketing Results and Customer Insight

Kentico Enterprise Marketing Solution



**Kentico Enterprise Marketing Solution (EMS)** is an integrated Customer Experience Management solution that extends the Kentico CMS Ultimate Edition with extended enterprise and marketing features. It empowers marketers to deliver and optimize real-time customer centric marketing across multiple channels.

Kentico EMS helps you deliver your campaigns quickly, provides useful and actionable data and allows you to be successful. Kentico EMS is user friendly and delivers results almost instantly. With Kentico EMS, you can dedicate your focus on driving traffic to the site and optimizing customer experience.

## 1 Easy to Use

- Author your site with an intuitive browser based interface similar to Microsoft Word.
- Create on-line campaigns, forms, newsletters and optimize customer experience without technical knowledge.
- Test new customer experiences using multi-variate and A/B split testing.

## 2 Fully Integrated

- Provide an end-to-end customer experience both on-line and offline.
- Connect with back-end systems, such as CRM or ERP.
- Provide a dynamic customer experience across all web properties and get a 360-degree view of your customers.

## 3 Higher ROI

- Deliver effective campaigns using content personalization.
- Analyze real-time results with campaign management.
- Deliver qualified leads with lead scoring and make your sales team more productive.

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[www.kentico.com/hostedtrial](http://www.kentico.com/hostedtrial)

“ Our clients’ biggest compliment to the system is the ease of use. Our biggest compliment of the system is that it is similar in power to those systems which are 10 to 20 times its price. We are actually pulling sites off other content management systems and onto Kentico because it is so easy to work with. ”

**Neil C. Fennessey,**  
President and CEO,  
Four Mangos, Inc.,  
Massachusetts, USA

“ I built a whole catalog with Kentico and our website is number one in Yahoo against 124 million results pages. It is incredible how fast indexing Kentico provides for search engines positioning. ”

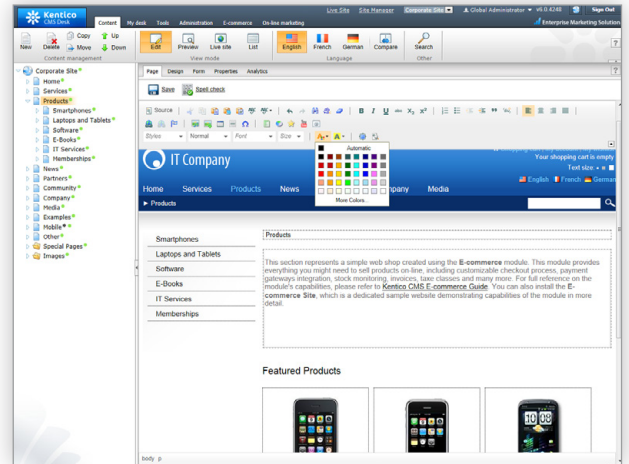
**Jorge Alvarado,**  
Posicionarte

“ Everyone who interacts with Bostwick Laboratories is very pleased with the new website. I want to thank everyone at Kentico for making the development of the site that much easier. The CMS helped cut the development time from 6 months to 3 months. Additionally, I would like to mention that the support staff offers unparalleled service and support. ”

**Heath Moser,**  
Heath Moser Design,  
Virginia, USA

## Easily Create Compelling Content

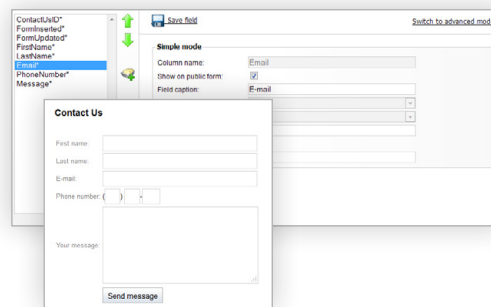
Kentico EMS extends Kentico CMS that empowers content editors with an intuitive browser-based interface that allows you to easily make changes to your website content, create new pages and upload images and video without technical knowledge. Since the website is based on page templates defined by your web designer, you can focus on entering content without worrying if your website look and feel is consistent. If you can use Microsoft Word, you will easily learn Kentico EMS in no time.



## Get More Traffic with Search Engine Optimization (SEO)

Kentico EMS allows you to build highly search engine optimized websites. It uses URL aliases that are easy to read for search engines and may include your key words. You can also place your keywords into page metadata, image and link titles and on any other place where you need them.

## Collect Client Contacts with On-line Forms



With Kentico EMS, you can readily create enquiry forms, “contact us” forms, download forms or surveys without technical knowledge. You can easily define fields, form layout and publish the form on the website - all without developers! Submitted data is stored in the database and you can download them in Excel or you can get an e-mail notification every time someone submits the form.

## Quickly Launch New Websites

Do you need to quickly launch a new website, micro-site or just enhance your website with a new section? Kentico EMS uses a unique rapid, browser-based development model that is more agile than the traditional approach which shortens your time to market and reduces your costs. Moreover, you can manage all your sites from a single user interface and share content and media across sites.

## Measure Campaign Results and Maximize Your ROI

Why waste your marketing dollars? Let Kentico EMS help you make smarter investments based on real results. With Campaign and Conversion tracking, you can easily evaluate results of your campaigns and compare them to costs. You will immediately know which campaign is profitable and which should be terminated.



## Get 360-degree View of Visitors

Kentico EMS comes with new Contact Management module that tracks all activities of visitors on your site, both anonymous and registered. Visualize your real time customer information in a single location. You can use this data for personalization of website content, lead nurturing, campaign optimization and other marketing activities.

## Get Insights into Visitor Needs with Web Analytics



With the Web Analytics module, you can easily track visited pages or downloaded files, monitor campaigns and conversions, analyze visitors by countries, identify top landing and exiting pages and much more.

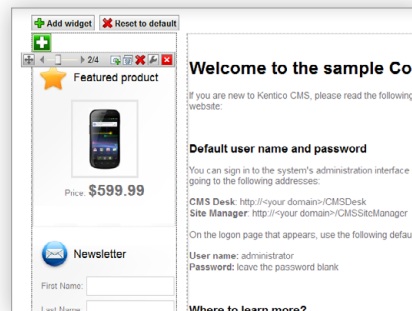
## Optimize Your Website to Increase Conversions

The A/B Split Testing and Multivariate Testing modules allow you to quickly test several versions of the page and identify copy and

graphics that lead to most conversions. Unlike Google Optimizer or similar external services, Kentico EMS provides you with an integrated solution that allows you to conduct tests without technical knowledge and see the results instantly.

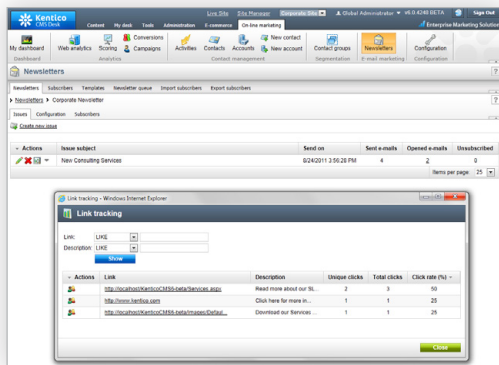
## Increase Engagement with Personalized Content

Kentico EMS provides a powerful Segmentation and Personalization engine that automatically serves the most relevant content to the visitors based on their demographics (location, age, position and other contact attributes) and behavior (visited pages, campaigns, purchased products, downloaded documents, etc.)



## Identify Qualified Leads

If your website generates thousands of leads, your sales team may waste their time going through the long lists of people with fake names and invalid phone numbers. Using the Lead Scoring module, you can easily identify hot leads based on their attributes and behavior and make your sales team more productive.



## Reach Existing and New Clients with E-mail Marketing

The built-in E-mail Marketing tool allows you to run e-mail campaigns and send corporate newsletters or lead nurturing e-mails. With tracking of opened e-mails and clicked links, you immediately know how successful your efforts are.

“Kentico CMS allows our team, all of whom are new to website design, to build and manage a website that can keep up with our ideas. Our old website was a limiting factor in our campaign – it couldn’t meet our needs. With Kentico, the diversity of features and capabilities has become a source of inspiration for new creativity. We’re growing to meet the abilities of our site, instead of the other way around. It has totally transformed our work.”

**Trevor Russell,**  
Program Director,  
Friends of the Mississippi River,  
Minnesota, USA

“The system has been fantastic and has been a pleasure to work with. It saved us hundreds of hours of work in implementation of a new site.”

**Mike Cabassol,**  
Senior Analyst,  
Provali Group,  
Texas, USA

“We reviewed numerous CMS’s, including all the major .NET players, and Kentico CMS was by far the best. After our research, we couldn’t even recommend any of the other CMS’s to our review committee as actual viable options in competition to Kentico.”

**John Moss,**  
Manager of Web Services,  
West Virginia University Health Sciences Center,  
West Virginia, USA

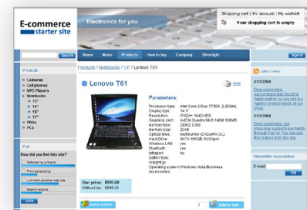
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and get your own trial website  
today!

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**Phone (U.S.):** +1 (866) 328-8998  
**Phone (UK):** +44-(0)118-324-6000  
**Phone (Intl.):** +420-511-180-920

## Sell Products On-line

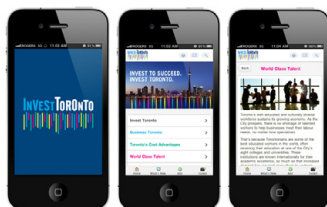
Adding an on-line store to your website is a breeze with Kentico EMS. Kentico E-commerce allows for high flexibility in design, product configuration, shipping and tax settings out of the box so it requires less development than other e-commerce products.



## Go Global with Multilingual Content

If you decide to target new markets, Kentico EMS will allow you to quickly add more languages to your website. You can decide which documents will be translated and you can even create a different site map for each language. Since Kentico CMS uses the UNICODE standard, you can choose any language, including Chinese and Russian or even right-to-left languages.

## Deliver Great Experiences Across Channels



Kentico EMS allows you to easily create mobile sites and deliver a great customer experience, no matter what device the customer uses. Since you can re-use the content and media from your main site, you can easily maintain a consistent branding.

## Create Branded Communities and Integrate Your Site with Facebook and Twitter



Kentico CMS gives you all tools you need to create your own branded community with blogs, forums, message boards, polls, focus groups, friends, private messaging and other features. Unlike Facebook, Kentico CMS allows you to fully own your community without



concerns about privacy issues and risk of being removed. And you can still integrate your community with Facebook allowing your clients to sign in with their Facebook account and sharing content with their friends. You can also display tweets from your Twitter account on your website and encourage people to become your followers.

## Who Uses Kentico

Kentico CMS is used by over 12,000 websites across 87 countries.

