

## MultiChannel Suite™ Communication Center - Übersicht

**Navigation** <<

- overview
- 2007
- 2008
  - January
  - February
  - March
  - April
  - May
  - June
  - July

**Needs input**

Campaign	Created by	Created	Last updated by	Last Updated
080723_vonRotz_Lenovo_Newsletter	Jasmine Salzmann	22.04.2008 15:26	Jasmine Salzmann	22.04.2008 15:26
080716_Salzmann_Lenovo_Newsletter	Jasmine Salzmann	22.04.2008 15:25	Jasmine Salzmann	22.04.2008 15:25
080709_Salzmann_Lenovo_Newsletter	Jasmine Salzmann	22.04.2008 15:23	Jasmine Salzmann	22.04.2008 15:23
080702_Salzmann_Lenovo_Newsletter	Jasmine Salzmann	22.04.2008 15:20	Jasmine Salzmann	22.04.2008 15:20
080625_Salzmann_Lenovo_Newsletter	Jasmine Salzmann	22.04.2008 15:18	Jasmine Salzmann	22.04.2008 15:18
080618_Salzmann_Lenovo_Newsletter	Jasmine Salzmann	22.04.2008 15:17	Jasmine Salzmann	22.04.2008 15:17

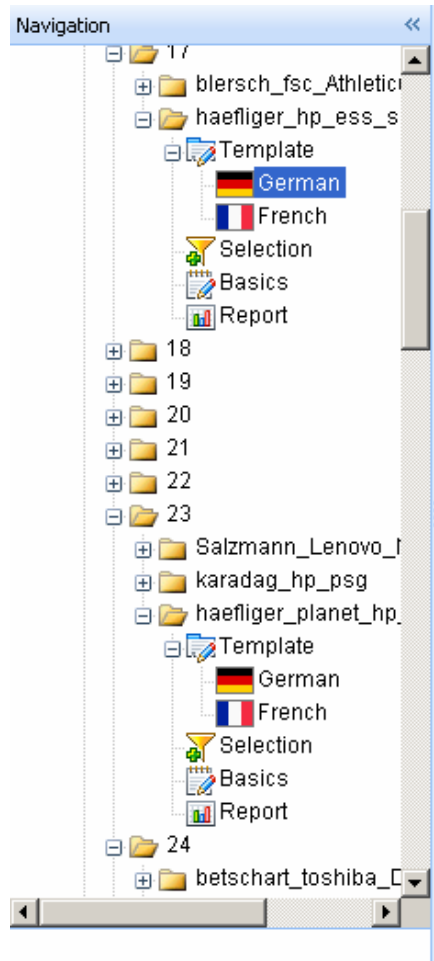
**Needs approval**

Campaign	Created by	Created	Last updated by	Last Updated

**Approved & ready to send**

Campaign	Created by	Created	Last updated by	Last Updated
080424_karadag_hp_ess_special_kw17	Stefan Häfliger	22.04.2008 15:49	Kevin Ahlers	23.04.2008 14:09
080424_betschart_toshiba_Demo Angebot	Daniel Betschart	09.04.2008 11:44	Kevin Ahlers	22.04.2008 16:01

## MultiChannel Suite™ Communication Center – Template Edit



### PRODUKTE & PROMOTIONS



#### Wir bringen die EM.2008 zu Ihnen nach Hause!

Sehr geehrter Herr Klein,

Geniessen Sie die EM.2008 mit einem Beamer von Sanyo oder Philips LCD-TV in vollen Zügen! Setzen Sie den perfekten Schuss mit einer Canon EOS!



#### Die Spielregeln:

- Steigerung des verrechneten Umsatzes im April 08 in Wert & Prozent gegenüber letztes Jahr
- nur für HP Server & Storage Produkte
- inkl. Projekte (OPGs) & Special Bids von HP
- Promotion ist nur im Monat April 08 gültig

Und gewinnen Sie einen der neun Preise....



#### TD .CONTACT

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#### TD .LINKS

- » Web InTouch
- » InTouch Anywhere
- » License OnLine
- » e-RMA
- » HP Top Config

#### TD .INFO

Weitere Informationen zu Tech Data finden Sie [hier](#).

SWISS .DIFFERENCE

## MultiChannel Suite™ Communication Center – Selection

Navigation

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  - haefliger\_hp\_ess\_s
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      - German
      - French
      - Selection**
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      - Report
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  - karadag\_hp\_psg
  - haefliger\_planet\_hp
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      - Report
- 24
  - betschart\_toshiba\_C

**Select basic query**

Ignore selection

Vendor ?

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**Select options**

Consider contacts without news profile

Consider contacts with not updated news profile

Use only template languages

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**Select news profile**

<b>Promotion News</b>	Status: 8 von 40 Themen gewählt
<ul style="list-style-type: none"> <li>Themenwahl</li> </ul>	Brandheiße Promotionen und Incentives.  Erscheinungsweise: unregelmäßig
<b>Event News</b>	Status: 0 von 6 Themen gewählt
<ul style="list-style-type: none"> <li>Themenwahl</li> </ul>	Feste feiern und weiterbilden. Mit Tech Data.  Erscheinungsweise: unregelmässig
<b>Corporate News</b>	Status: 0 von 3 Themen gewählt
<ul style="list-style-type: none"> <li>Themenwahl</li> </ul>	Neue Tools von Tech Data? Hier informieren.  Erscheinungsweise: unregelmässig

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**Details mailinglist**

Basic selection: 9204 contacts

## MultiChannel Suite™ Communication Center – Basics

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**Reporting**

Send date: 18.04.2008 13 : 00 ?

Subject: reporting\_haefliger\_hp\_ess\_special\_kw16

Send to: stefan.haefliger@techdata.ch ?

**Template**

Empty  Filled

Name \*: Products ▼

Description: Newsletter template for Products

**German** **French**

**Email**

From: "Tech Data" <techdata@my.techdata.ch>

Subject: Wir bringen die EM.2008 zu Ihnen nach Hause! ?

Send draft to: bklein@data-dynamics.de ? ✉

Needs input
Needs approval
Approved & ready to send
Sent

Needs approval: Jasmine Künzli \ 15.04.2008 16:35  
 Approved & ready to send: .Jasmine Künzli \ 15.04.2008 16:36

## MultiChannel Suite™ Communication Center – Reporting

Navigation

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### Basics

Gross Recipients (mailing file)	2612	100%	Gross Recipients (mailing file)
Hard Bounce Rate	6	0%	Gross Recipients (mailing file)
Soft Bounce Rate	18	0%	Gross Recipients (mailing file)
Net Recipients 1	2588	99%	Gross Recipients (mailing file)
Out of Office Replies	103	3%	Gross Recipients (mailing file)
Net Recipients 2	2485	95%	Gross Recipients (mailing file)
Auto Replies (checked manually)	2	0%	Gross Recipients (mailing file)

### Actions

Logins	7	0%	Opening Rate
Changes in "My Data"	1	14%	Logins
Changes of Location	0	0%	Logins
Changes in My "Profile"	0	0%	Logins
Changes in "My News"	3	42%	Logins
Delete Status set	1	14%	Logins

### Actions web Account

Individual Replies	0	0%	Opening Rate
Contact Request	0	0%	Opening Rate
Forward e-Mail	0	0%	Opening Rate
Recommend e-Mail	0	0%	Opening Rate
Recommend account	0	0%	Opening Rate