



Quantum

Q_engage

BMW

Championship invitation and
registration campaign

67%

Total response rate
to the invitation

Of the
total
invitations
delivered

32%

of contacts clicked
through to the
Quantum website
after registering

Initial email
invitation had a

59%

open rate

Is there a way to leverage data and customize communications so I can effectively engage customers, generate leads, increase sales and build brand loyalty?

Research shows that responsible and effective use of consumer data is key to engaging customers — winning their trust and ensuring they become loyal to your brand. Employing personal data to better understand consumer behavior can provide a distinct competitive advantage.

Quantum, the leader in Enterprise Marketing Execution™ (EME), understands this and has built Q_engage specifically around this concept. We understand you are in constant competition for the attention, loyalty and dollars of a wide range of diverse customers, each with their own interests and preferences. Q_engage helps you send the right message, to the right customer, in the right medium at the right moment.

Q_engage ensures your entire marketing implementation function is handled for you, seamlessly, while simultaneously being able to track the effectiveness of your outreach campaign in real time. The process is completely automated, transparent and measurable. In addition, our in-house capabilities — marketing resource tools, printing and mailing — can make engaging with your customers a seamless process.

To learn more about Q_engage, contact your Quantum Representative to schedule a customized demo and see how Q_engage can work for you.