

Auraline Engine

Frequently Asked Questions



What is Auraline?

While part of NEC, a \$41 billion operation with over 100 years' experience in technology, Auraline developed rich media software. Based upon the overwhelming success of this software NEC, in the fall of 2000, decided to spin off Auraline as a privately owned company specializing in rich-media e-marketing solutions. Drawing talent locally and from NEC's global engineering team, Auraline is based in Silicon Valley.

What does Auraline do?

Auraline provides rich-media enhanced marketing communication services. We construct integrated marketing solutions enabling you to direct inquiries from *all* your marketing efforts (e-mail, banner, direct mail, print advertising, radio, TV, etc.) to a single database repository—an online *landing place* powered by the Auraline Engine.

What is the Auraline Engine?

Using a rich-media presentation, the Auraline Engine, hosted by us, unobtrusively builds complex profiles from visitor activity and response. Consisting of three modules, the engine processes and manages e-intelligence, while executing automated one-to-one marketing campaigns.

What are the three key modules of the Auraline Engine?

While emphasis varies according to the specifics of a campaign's objectives, typically Module 1 generates leads and enhances brand awareness. Module 2 constructs a comprehensive visitor profile, while qualifying leads. Module 3 manages digital relationships and builds e-loyalty.

What are some typical uses of the Auraline Engine?

Promoting your company and its products or services. Performing surveys, conducting polls, and creating visitor profiles. Announcing special events: seminars, trade shows, and open houses. Providing virtual product demonstrations.

What steps are involved in setting up the Auraline Engine?

Working together, we first define the objectives of your campaign, next we offer and review strategies, and finally go into production. We test the Auraline Engine, launch it, and provide ongoing data collection with real-time reporting.

How long before I'm up and running?

It takes only a few weeks from concept to implementation.

What does the Auraline Engine cost?

We will integrate the Auraline Engine into your annual marketing campaigns for just \$30,000 (less than \$600 per week). This price includes sending e-mail using your existing house lists. If you don't have an e-mail house list we can use, we will provide free list consulting allowing you to create your own list quickly.

What results can I expect from the Auraline Engine?

We have achieved a 57% click-through rate using rich-media e-mail, generated thousands of leads for our clients, and rapidly filled their seminars with hundreds of interested participants.