

Auraline Engine

Rich-media Enhanced Marketing Communication



Imagine directing inquiries from *all* your ongoing marketing initiatives—online, offline and wireless—to a single database repository—a rich-media online landing place powered by the Auraline Engine. Our standalone system swiftly gets you up and running, allowing you to focus on what is important—the customer. You'll rapidly see results when employing our modular strategy.

Auraline's Modular Approach



- **Front End**—Entices visitors to respond via rewarding rich-media experiences
- **Back End**—Enables you to data-mine all information collected in real time

Auraline Engine—Advantages:

- ▶ Employing rich-media to improve results
- ▶ Collecting, tracking and reporting in real time
- ▶ Enhancing brand awareness
- ▶ Profiting from viral marketing
- ▶ Prospecting and qualifying leads
- ▶ Automating campaign follow-up
- ▶ Driving traffic to website or physical location
- ▶ Boosting e-commerce sales
- ▶ Managing customer relations

Auraline Engine—Applications:

- ▶ Introduce your company or website
- ▶ Launch a product or service
- ▶ Announce an upgrade or new feature
- ▶ Build profiles from surveys and polls
- ▶ Promote seminars, trade shows, etc.
- ▶ Provide virtual product demonstrations
- ▶ Deliver information and documentation