



Circle promotes clarity of communication by visually planning and reviewing 1:1 multichannel marketing campaigns.

# The Interactive *Digital Storyboard* for Multi-Touch, Multichannel Campaigns

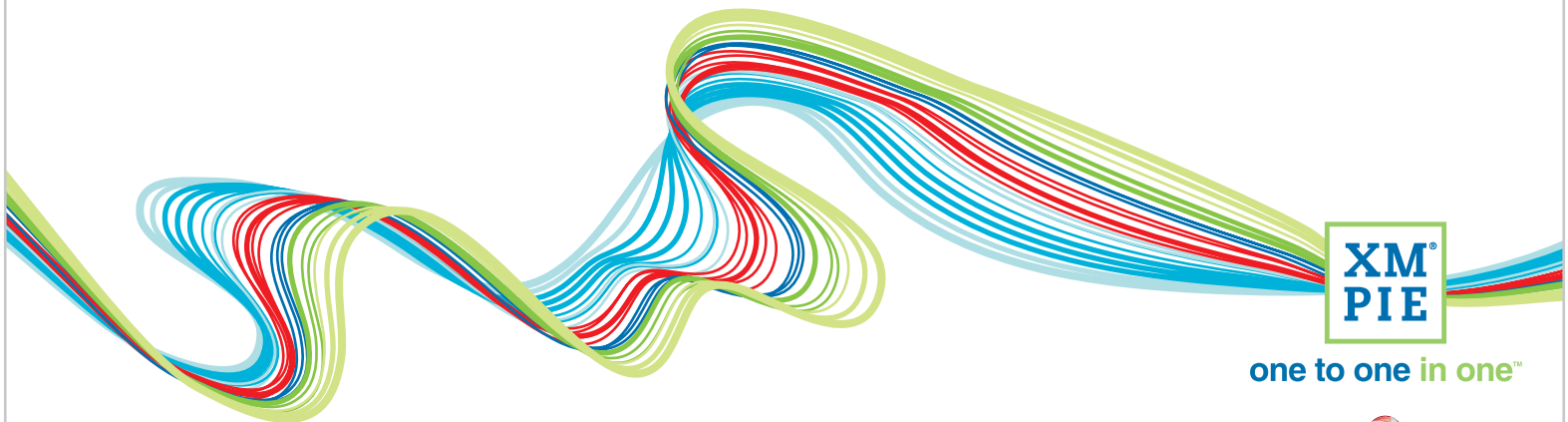


With Circle's user-friendly, drag-and-drop interface, users can sketch multi-phase campaign flows and associate mockups to the various touch points, helping stakeholders envision the intended campaign look and feel.

XMPie® Circle™ is a revolutionary cloud-based solution that boosts collaboration, visualization and time-to-market of 1:1 multichannel marketing campaigns. Circle makes campaigns easier to explain and sell and enables a broader adoption of lasting, strategic partnerships with your customers that grow your business and increase your revenue. Offered as Software-as-a-Service (SaaS) solution, Circle features an intuitive drag-and-drop user interface that enables interactive diagramming and visualization of all phases of a multichannel marketing campaign—from conceptualization to campaign creation, through to execution and results monitoring. Circle enables campaign automation so that activities can be scheduled in advance, with recurrence patterns, and to populations that are selected by database information and individuals' behaviors in the campaign.

Users begin by sketching marketing touch points, effectively creating a digital storyboard of the desired campaign. Service providers, account managers, developers, customers and marketers can all easily participate in the entire life cycle of a campaign through a set of permissions and roles that have been assigned by the campaign owner. XMPie Circle offers a friendly user interface that uniquely enables the association of mockups to the flow touch points, helping all the stakeholders to envision the intended campaign look and feel, and see design options for various scenarios and segments.

Circle's social and interactive style permits users to comment on the various campaign touch points or the storyboard as a whole, enriching the team experience, empowering the client, and revealing business expectations throughout the campaign evolution. Circle serves as an ideal vehicle for documenting and recording the different phases of the campaign's development, even once the campaign has ended - all design mockups and comments are stored on the cloud and can be later used as reference.



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A powerful feature of Circle is its ability to easily connect to the uProduce™ execution engine, uniquely enabling the rendering of accurate previews for a selected audience segment or recipient.

This gives you an unparalleled ability to see exactly what each element of a campaign will look like and gain stakeholder approval even before you reach the final creative phase.

XMPie PersonalEffect® users can now conveniently use Circle as a stage to easily view the approved and final campaign story. This same integration also serves as a window into PersonalEffect Analytics for campaign tracking and measurement via Key Performance Indicator (KPI) gauges and reports, once the campaign is deployed.

Circle includes automation features - once the campaign is ready to be deployed, touchpoint actions can be scheduled in advance or in response to specific campaign events and recipient behaviors.

Circle is not limited to XMPie customers, does not require any proprietary software download and is convenient to use for both beginners and cross-media experts alike. To help beginners get started quickly, XMPie has equipped Circle with sample campaign flow patterns that can be freely used, as well as top-notch PODi case studies presented as interactive diagram flow patterns. There are also short online video tutorials available as part of the software, to help you get started.

Circle is expected to promote the wide-scale adoption of 1:1 marketing practices, and as such, is made available to a broad audience. Go to [www.xmpie.com/circle](http://www.xmpie.com/circle) and subscribe to either a free or a premium account. The free version allows for project planning while the premium versions include everything from planning to review, automation and monitoring of deployed campaigns.

## Recommended Requirements

### Client Requirements:

- Silverlight 4 or above - the Circle Webpage launches self-installing installation page
- Windows Browser support:
  - Chrome 24+; Internet Explorer 9,10; Firefox 19+
- Mac Browser support:
  - Firefox 19+; Safari 6+

### Supported OS for uProduce Agent Installation

- Windows Sever 2012 64bit
- Windows Server 2008 R2 64 bit
- Windows Server 2003 32 bit

### uProduce and Marketing Console Integration Prerequisites

- PE5.3 or above
- Marketing Console 2.0 or above
- Circle Agent (free for download)

### Circle Agent Outbound Network Access (typically installed on uProduce)

- To the Internet on port 80, 443.
- To XMPie uProduce®
- To XMPie Marketing Console

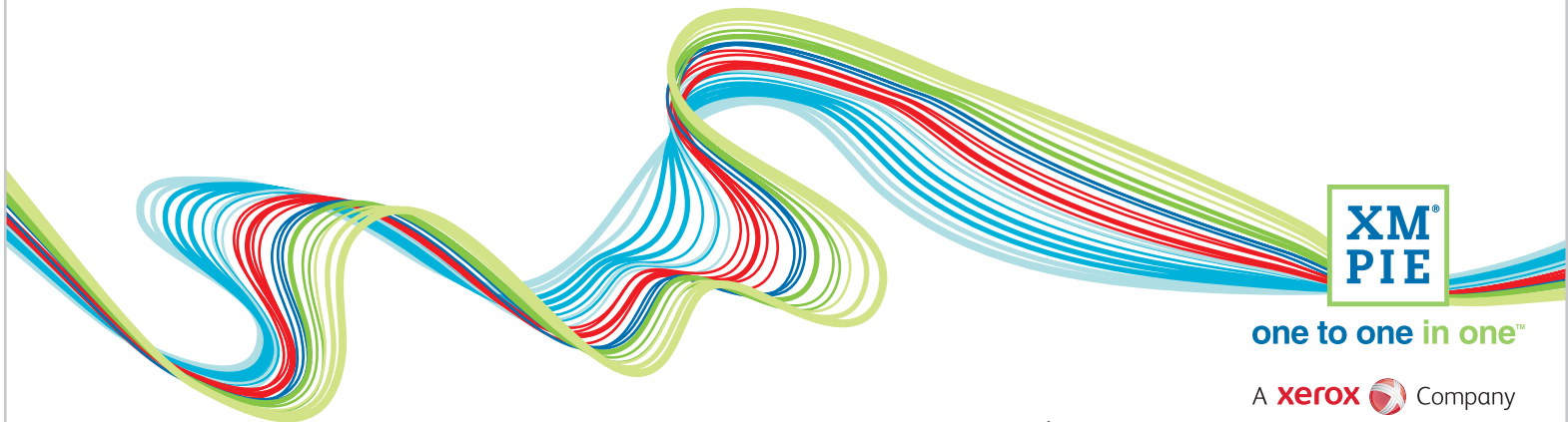
## Campaign Management & Visualization



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Visit [www.xmpie.com](http://www.xmpie.com) or call (212) 479-5166.

Email: [marketing@xmpie.com](mailto:marketing@xmpie.com)



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