

# CMAP SUITE FOR INTERACTION – ACTIVITY LOGGER

## OVERVIEW

Concep, as a certified LexisNexis Solution Partner, have developed a powerful integration between the Concep Campaigner e-mail marketing platform and LexisNexis InterAction CRM. This integration now allows LexisNexis InterAction clients to benefit from best-of-breed e-mail marketing whilst maintaining their data centrally in InterAction.

## ACTIVITY LOGGER

The Activity Logger will automatically add LexisNexis InterAction activities for events occurring in the Concep Campaigner application, including: Campaigns Sent, Campaigns Viewed, Link Clicks, File Downloads, Opt-Outs, Suppressions, and Undeliverables.

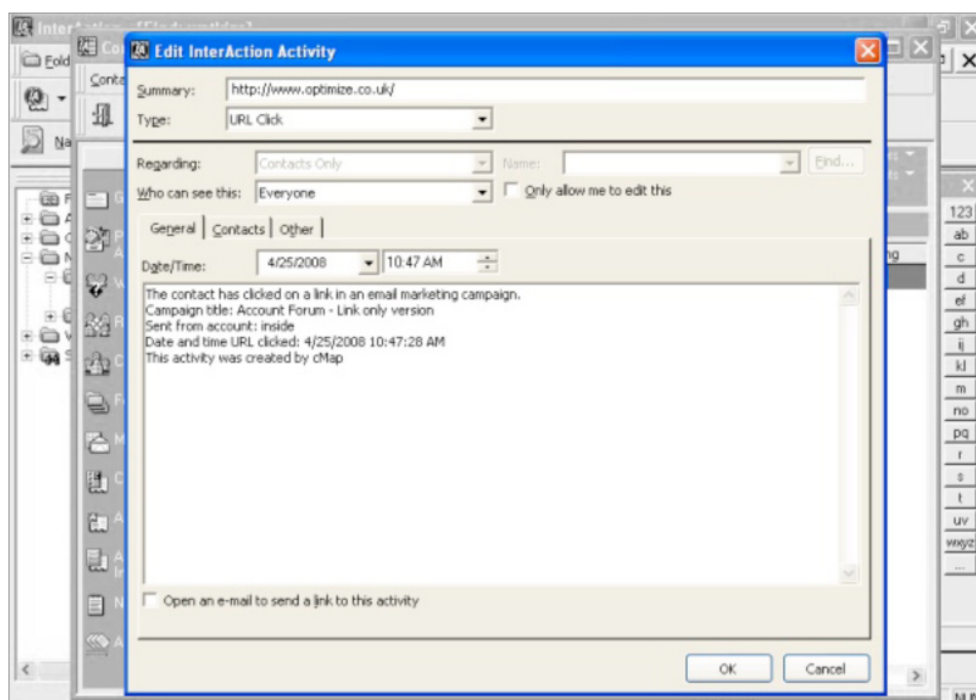


FIG. 1 - An example of a cMap created activity in LexisNexis InterAction

**The application is configurable, you choose what you want logged in InterAction, including:**

- Which activities in Concep Campaigner create activities in LexisNexis InterAction
- Activity Types (e.g. instead of Marketing Mailing, you could use “E-campaign Opt-out”)
- Summary wording: Customisable with any campaign settings/activity data
- General information: Customisable with any information you wish to use



Concep is a Certified LexisNexis  
InterAction Solution Partner

## CONTACT

The Plaza  
535 King's Road  
London, UK  
SW10 0SZ  
T +44 (0)20 7952 5570  
F +44 (0)20 7952 5571  
E [london@concepglobal.com](mailto:london@concepglobal.com)

11 Harrison St, Level 2  
New York, NY  
USA, 10013  
T +1 212 925 0380  
F +1 212 925 2127  
E [newyork@concepglobal.com](mailto:newyork@concepglobal.com)

Suite 514  
Level 5, 55 Holt Street  
Sydney, New South Wales 2010  
Australia  
T +61 (0) 2 9281 5799  
F +61 (0) 2 9281 9578  
E [sydney@concepglobal.com](mailto:sydney@concepglobal.com)