

CMAF SUITE FOR INTERACTION – PREFERENCE MANAGER

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 allows LexisNexis InterAction clients to benefit from best-of-breed e-mail marketing whilst maintaining their data centrally in InterAction.

PREFERENCE MANAGER

The Preference Manager enables your contacts to self-manage their profile information and presence in marketing list folders in InterAction through a simple web interface. Figure 1 shows an example of a form your customer could log into. They would then be able to choose which communication preferences they wish to receive from your organisation.

Preference Manager enables you to organise which lists you would like displayed to your clients, and how you would like the published web page to be structured.

As soon as a client updates their details, the Preference Manager will automatically update LexisNexis InterAction for you. This is perfect for your customers to have a quick and easy way to change their e-mail marketing preferences without the need for any manual intervention.

The Preference Manager will also store a log of changing activities for each user, enabling you to keep an audit of exactly who is registered to what and when a specific client decided to subscribe or unsubscribe to a particular communication channel.

Your Subscriptions

Your current subscriptions are checked.
If you no longer wish to receive a communication, uncheck the box. Then click submit.
If you want to sign up for a communication, check the box. Then click submit.

Newsletters

Private Client Services Newsletter

Labor & Employment Newsletter

Press Releases and General Announcements

Press Releases

General Announcements

Areas of Interest

Periodic alerts are sent on the following topics. Select the topics in which you are interested.

Antitrust & Trade Regulation

Bankruptcy & Reorganization

Intellectual Property

Investment Management & Private Funds

FIG. 1 - An example preference page



Concep is a Certified LexisNexis InterAction Solution Partner

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