

Conduct your Addemmar or MailChimp e-mail marketing campaigns from the Drupal CMS



One single interface to manage registered visitors and your segmented e-mail marketing database

Does your website help you to gather numerous visitor profiles easily, as well as many opted-in e-mail addresses? That's what it should do. Does the third-party e-mail marketing platform you use generate successful spam-free campaigns and detailed reading statistics? That's what it's meant to deliver.

But...using your website's opted-in visitors as your e-mail marketing target group requires you to permanently juggle with two different interfaces: you need to export data from your website, process it and import it into the e-mailing solution environment. Again and again. Then there is updating your web visitor profiles with undelivered, invalid and bounced mails, unsubscribers, referrals, fields of interest and so on. Heavy and time consuming, unless you now combine the cutting-edge content management system Drupal with the excellent and legitimate e-mail marketing solutions Addemmar or MailChimp.

Efficiency boost for the management of your target group

- *One single interface:* you manage the data of your target group exclusively from the intuitive Drupal administration.
- *Always up to date:* your visitor profiles become synchronized with Addemmar/MailChimp, automatically or manually, as often as you feel fit.

- *Unlimited data types:* enrich your visitor profiles with as many fields as you want and decide which ones to use for e-mail marketing.
- *Multiple mailing lists:* create several mailing lists within Drupal which visitors can subscribe to from within their profile page. This data will all be handled by Addemmar/MailChimp.
- *Segmented database:* define your segments in the Drupal CMS and focus your marketing per segment with Addemmar/MailChimp, even using dynamic content.
- *Best opt-in practices:* easily manage the full opt-in process from within your website administration.
- *Limited opt-out:* by allowing them to unsubscribe from one mailing list, help your readers to really get the information they want and thus increase their retention.

What do you need to use the Drupal-Addemmar/MailChimp Synchronisation?

- Your website needs to be run by the Open Source Drupal CMS, which has been used successfully by tens of thousands of public and private organizations around the world.
- You need to open an account at the do-it-yourself, e-mail marketing platform Addemmar/MailChimp, currently used by thousands of organizations to create, launch and evaluate e-mail marketing campaigns online.



You can now automatically synchronize opted-in email addresses from your website with a professional e-mail marketing platform.

Streamlined management of sophisticated e-mail marketing in several languages to multiple databases

Connexion offers you a full range of services, available together or 'à la carte':

- Design, re-design or migration of your website to the open source CMS Drupal
- Creation of your e-mail marketing environment in Addemar or MailChimp
- E-mail marketing graphical and textual content creation in different languages
- Guidance for and/or management of your e-mail marketing campaigns

Connexion provides extra services:

- Website optimization
- Web content structuring (taxonomy)
- Web analytics
- Website and search engine marketing
- Web advertising
- PDF generation of web content in a seamless printable format
- Picture acquisition and optimization
- Flash animations, digital video, etc.
- Web 2.0 feature activation (forum, blog, wiki, RSS feeds, e-surveys, etc.)
- Integration of your website with social media such as Facebook, Twitter, YouTube, etc.
- eCommerce implementation

What you can expect from Connexion

As 'Borderless Information Designers', Connexion delivers a highly skilled, experienced service, as well as professional assistance to develop and produce the online and offline tools needed for your sales and marketing communications in all the languages of your business:

- Drupal and PHP driven websites
- E-mail marketing
- Web, e-business and e-commerce applications
- Magazines and newsletters (print, iPDF, html)
- Mailings
- Brochures, leaflets and flyers
- Invitations
- PowerPoint presentations
- CD-ROMs
- Annual reports

Successful e-mail marketing campaigns

Many companies have entrusted Connexion with the management of website-based multilingual and multi-target e-mail marketing operations including:

- Ansell Healthcare Europe
- Cognos / IBM
- European Association of Hospital Pharmacists
- Lifestyles (condoms)
- Flanders' Food
- ISFE
- Keurslager
- And many others



You centrally manage your web visitor profiles and e-mail marketing database together from your website administration

Ask for a presentation and see for yourself

Convince yourself of the efficiency of Connexion's B2B cost-cutting communication solutions.

Visit www.connexion.eu and ask Stany van Gelder for a presentation (telephone +32 (0)2 421 71 40 or e-mail ingo@connexion.eu).

Our mission

At Connexion Corporate Communications we improve the power and quality of our customers' multilingual communication cost-efficiently, and contribute significantly to their success by:

- Advising, designing, developing and implementing technologically advanced business-to-business communication solutions
- Working with a content-driven focus in close partnership with our customers
- Aiming for the most effective solution across electronic and printed media
- Adding the multilingual dimension to all our services

**Addemar is an intelligent, do-it-yourself, web-based marketing solution that enables companies to create, launch and evaluate multichannel marketing campaigns. More than 500 companies use the Addemar platform on a daily basis.*