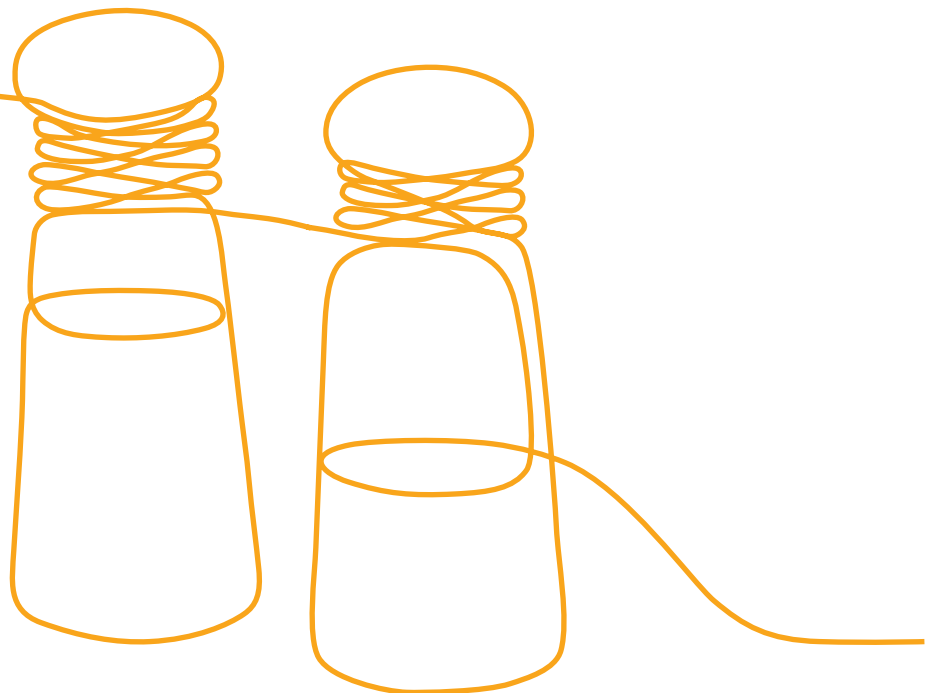


# VutureVx

Vx Integration with InterAction



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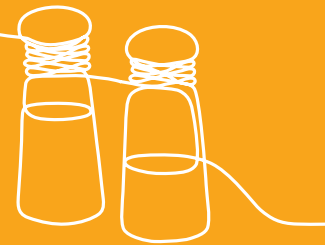
## Title

## Page

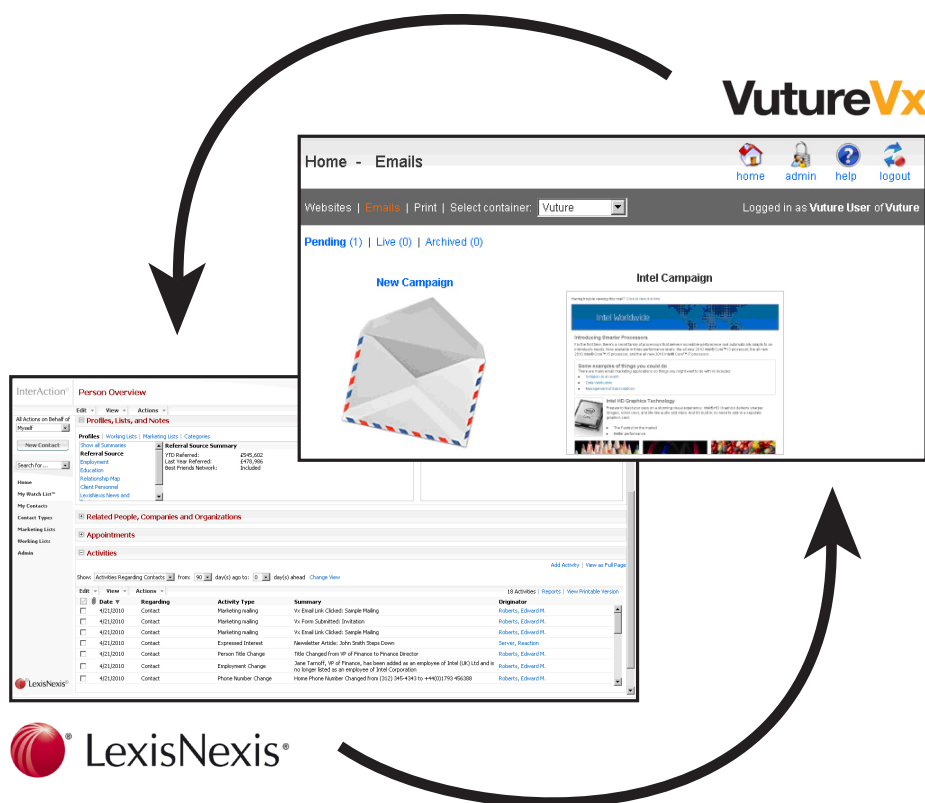
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# Overview



## Vuture Vx is fully **integrated** with LexisNexis InterAction. Data is shared between the two platforms without manual intervention.



Vuture Vx is the only marketing platform fully integrated with the InterAction CRM package.

In real-time data is automatically transferred in both directions (from and to) CRM without any manual intervention.

### Integration across each module

All four modules of Vx are integrated with InterAction allowing seamless data sharing between email marketing, websites, print and surveys.

Vuture became official partners of InterAction in 2009 and furthered our relationship with LexisNexis becoming distributors of the Vx platform in Europe, the Middle East, Africa, the Pacific and Latin America.

### Some of our new InterAction clients include:

- Ernst and Young
- Mishcon de Reya
- LG
- Field Fisher Waterhouse

Vx has become the preferred marketing platform for many InterAction users.

# Email lists



## Vx automatically identifies lists which are held by InterAction.

The screenshot shows two side-by-side windows. The left window is the InterAction Marketing Lists interface, displaying a list of marketing lists with columns for List Type and Name. The right window is the VutureVx email composition screen, showing fields for From, Subject, List source, and List to send to, with a dropdown menu open for selecting a list.

List Type	Name
Marketing List (with sponsorship)	Acquisition Notification
Marketing List (with sponsorship)	Business Development Information
Marketing List (no sponsorship)	Client Satisfaction Surveys
Marketing List (with sponsorship)	Company Survey
Marketing List (with sponsorship)	Company Survey - Antifolder
Marketing List (with sponsorship)	Contacts to be Sent Verification Requests
Marketing List (no sponsorship)	Executive Compensation Alerts
Marketing List (with sponsorship)	Firm Newsletter
Marketing List (with sponsorship)	Firm Newsletter - Antifolder
Marketing List (no sponsorship)	Healthcare Legislation Alerts

**VutureVx** Send Email: [Compose Email/intelmail](#)

From: Partners Reply-To:

Subject: intelmail

List source: InterAction

List to send to: \* Send No Marketing Communications

Filter list: No filter

Email: lgilbert@caritonfi

status: IA I

Unsubscribed: 85

### Selecting “To” lists

Vx is fully integrated into InterAction, meaning users within Vx can select any marketing list set up in Vx.

Once a list is selected, users can choose to further filter their data to select a subset of contacts from a marketing list.

### “From” Lists

Users can choose to make Vx automate who the “from” email sender is by selecting this from InterAction – typically the lead partner or key account handler for each client. Alternatively users can manually select which email address a mail comes from.

### Selecting Proxies

Vx allows for proxies to receive the responses from any email campaign, meaning partners or key account handlers selected in a “From” list do not need to receive responses.

# Personalisation

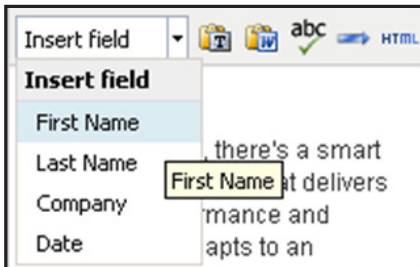


## Personalised Content can be driven into each of the Vx modules **directly** from InterAction.

### Editing Text

Within the text editing aspects Vx, it is possible to select content to be inserted from InterAction. Standard fields (name etc) will automatically be available.

Additional fields such as custom fields can be made available.



### Signatures

Vx allows for signatures to automatically be placed within the material, typically used in email and print materials.



### Specialist Content

Specialist content such as CV's and terms and conditions can be automatically populated into Vx materials.



# Writing to IA



## Vx **automatically** writes back to InterAction with no manual intervention.

The screenshot displays a software interface with a navigation menu on the left and a main content area. The navigation menu includes 'Profiles', 'Working Lists', 'Marketing Lists', and 'Categories'. The main content area is divided into two sections: 'Referral Source Summary' and 'Firm Notes'. The 'Referral Source Summary' section contains a table with the following data:

Referral Source Summary	
YTD Referred:	£545,602
Last Year Referred:	£478,986
Best Friends Network:	Included

The 'Firm Notes' section contains a text entry: 'Jane is a close friend of Karen Enright (Partner in London) and should not be contacted regarding new business without first consulting her.'

### Vx pushes a range of client led content into InterAction:

- Invitations:** Clients are sent an invitation, which can be filled in. Client preferences and RSVP's are written to InterAction.
- Data Verification:** Clients are sent the data held against the fields in their record (user selected fields) and emailed to the client for verification. Updates are placed directly back into IA.
- Subscription Management:** Clients are given options for receipt of marketing; their preferences are recorded back into InterAction.
- Forms on microsites / Intranets:** Form can be linked to specific lists or clients and the results written direct to IA.

# User Tracking



Vx tracks user **activity** and writes it to InterAction. Activity tracking in InterAction combined with the built-in reporting in Vx gives unparalleled client and marketing visibility.

Activities				
Show: <input type="text" value="Activities Regarding Contacts"/> from: <input type="text" value="90"/> day(s) ago to: <input type="text" value="0"/> day(s) ahead <a href="#">Change View</a>				
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Edit	View	Actions		
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="text" value="Date"/>	<input type="text" value="Regarding"/>	<input type="text" value="Activity Type"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="text" value="4/21/2010"/>	<input type="text" value="Contact"/>	<input type="text" value="Marketing mailing"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="text" value="4/21/2010"/>	<input type="text" value="Contact"/>	<input type="text" value="Marketing mailing"/>
				<input type="text" value="Summary"/>
				<input type="text" value="Vx Email Link Clicked: Sample Mailing"/>
				<input type="text" value="Vx Form Submitted: Invitation"/>

## Email Tracking

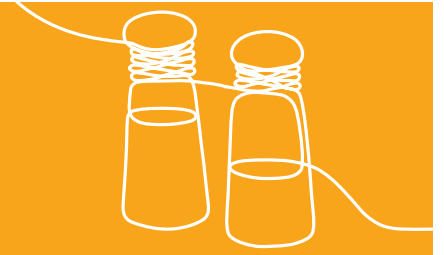
As well as reporting driven from Vx, email activity can be written direct to InterAction. Giving visibility on:

- Emails sent from Vx to the client
- Who sent the email (tracking user activity)
- If the email is opened
- Any click throughs on the email
- Any downloads (PDF's or similar) from the email
- Any user driven activity see page on writing to IA

## Beyond Email Tracking

If an email sent by a client is linked to a website also managed by Vx, we can track the whole journey of a client across a site. This gives absolute visibility on what pages a client visits during the session.

# Form Building



**Vx allows users to build forms for use on the web or email. Fields can be selected from IA and the results written to CRM.**

**Add a field** Field settings Form settings

**Standard**

Single line text Paragraph text

Radio buttons Checkboxes

Drop down Section break

Accept/decline Instructions

**InterAction**

Select list:  
VIP Golf Event

Select InterActionField:  
Food Preference (enumeration)

Add

## Vx users can capture the data they need

All lists and specific fields associated with a list can be selected from InterAction, allowing specific data to be written back.

Data which is required to be collected but not written to IA can be selected as an email response.

Forms can be as complicated or simple as you require.