Enterprise Technology Solution

WELCOME TO

impgo

Integrated Marketing Portal

Marketing technology, because there's a better way. Imagine all your marketing in ONE PLACE.

The Integrated Marketing Portal was developed for the sole purpose of unifying marketing & sales teams in an effort to lower the costs and improve the effectiveness of marketing management. In today's corporate marketing departments, CMO's use 100s of different marketing technologies according to several reports, and new ones are added daily. The complexity and costs associated with the technology are growing out of control, leaving many marketing professionals wondering if there's a better way. IMPGO is the better way.

Are you ready to market more and stress less?

Now, imagine one single sign-on, secure, cloud-based solution that allows your entire marketing ecosystem to work together in harmony seamlessly.

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The IMP is a highly flexible set of extensions built on Magento, the world's most popular eCommerce platform, which can be customized based on your business workflow and organizational requirements. Best of all, we have a proven launch process that gets you from start to finish in no time at all. Then, when your Integrated Marketing Portal is live, our friendly and knowledgeable support staff are here to help your team all the way with as little or as much support as you like.

GET A DEMO

OR

CALL TO TALK TO OUR EXPERT TEAM
212.243.3070

THE IMP IS A HYBRID MARKETING TECHNOLOGY

(SOME CALL IT A MARKETING STACK - WE LIKE TO CALL IT AN IMP) THAT INCLUDES:

- **Content Management**
- **Digital Asset Management**
- **Design Template Library**
- **Email, Direct Mail and Social Media Designer and Template Tools**
- **Brand Manager**
- **Web to Print**
- **Email Marketing Automation**
- **Social Media Marketing Suite**
- **Data Analytics Reporting**
- **Ecommerce Platform**
- **Order Management**
- **Business to Business Website Customer Service Portals**

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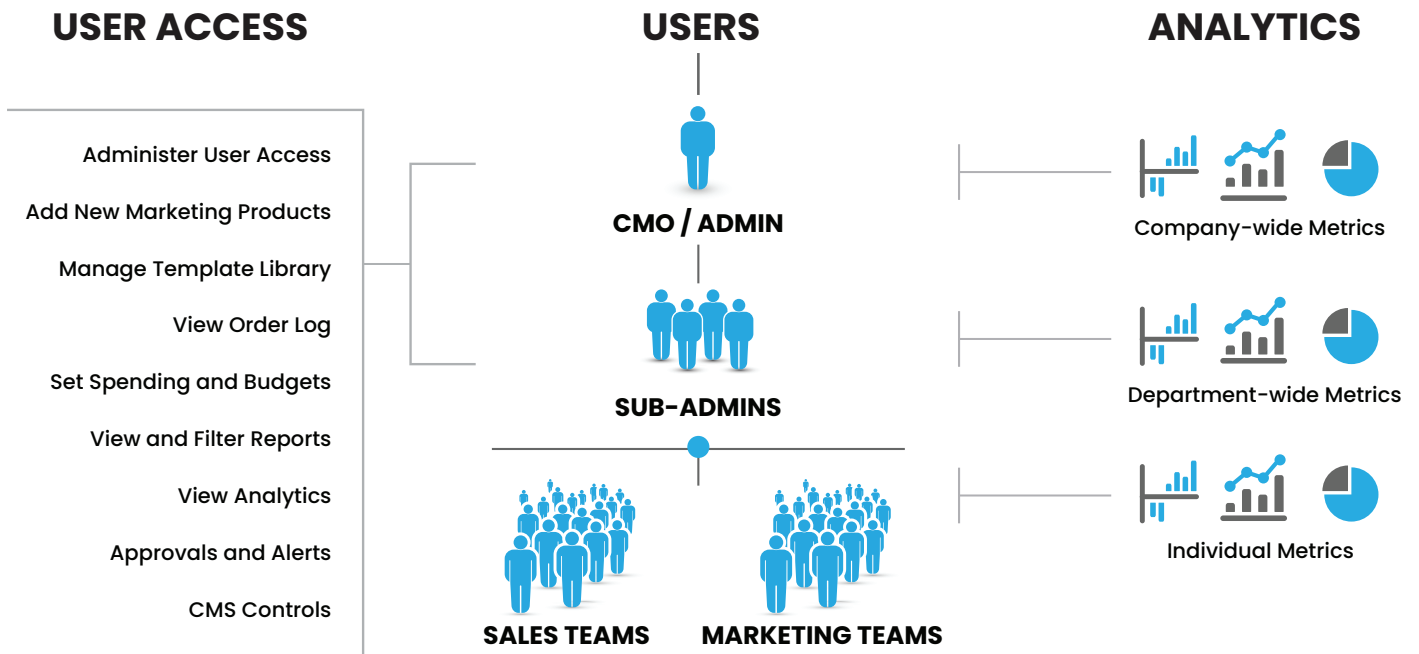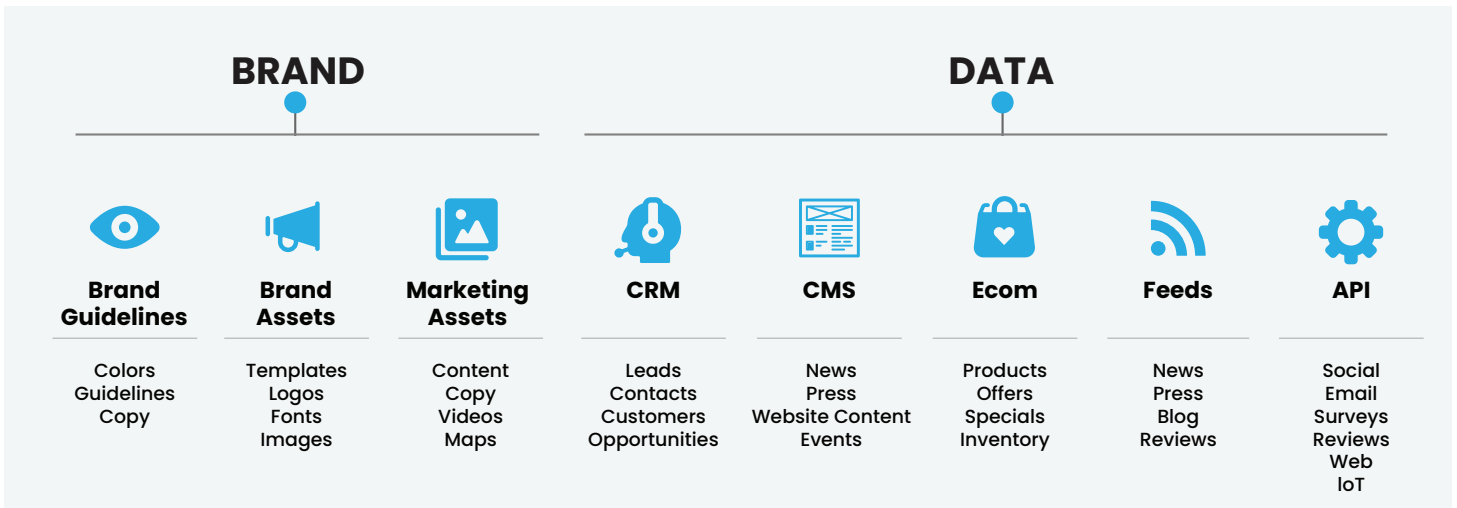
TOP 11 THINGS IMP CAN IMPROVE

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Each item listed below cost enterprise technology, human capital and missed opportunity which all lead to enormous expense and weight on enterprise sales and marketing bottom line. We can help you identify and capture what is being wasted so you can control lost value and return marketing and sales to profitability and growth.
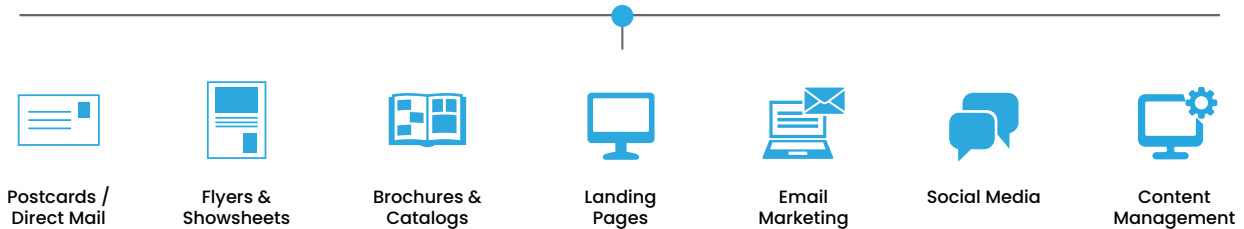
1. **Email marketing made really simple for the rest of us**
Works with Constant Contact, MailChimp and many others and optimizes their usefulness

2. **Direct mail marketing on demand**
Guaranteed to decrease creative costs and production time

3. **Social media marketing in a few clicks**
Leverage your creative and your content

4. **Web to print procurement with ease (Print on Demand and Procurement MGMT)**
Streamline your entire design and ordering process and include your own vendors or suppliers

5. **Automated design template population - design yourself**
Your product data from your own API can automatically update design templates in seconds, eliminating hours upon hours of design edits

6. **Design template building tools - have your designer create templates**
Brand Managers, creative professionals and admins can create their own Email and Social media templates and "Lock down" the branded templates so corporate guidelines are followed

7. **Integrates with salesforce and your company's APIs or data sources**
Keep your contacts synced up and send out campaigns and report back campaign activity

8. **Mail list manager for importing, exporting and integrating email and direct mail lists**
All your contacts organized so that campaigns can be sent out in minutes

9. **You own the data - you own the code***
We are just here for your customization and support needs

10. **Approval cycle and budget controls**
Custom online approval cycles can be set up based on users, templates and rules. Additionally, your users can purchase directly from an individual allocated budget

11. **Cloud options**
Set up on your corporate Cloud or you can have us set up the solution as a fully managed SaaS

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*We do not charge based on the number of contacts or number of campaigns sent. Licensing the IMP technology is required.

ENTERPRISE MARKETING COMMUNICATIONS MANAGED WITH IMPGO

BRAND

Brand Guidelines
Colors
Guidelines
Copy

Brand Assets
Templates
Logos
Fonts
Images

Marketing Assets
Content
Copy
Videos
Maps

DATA

CRM
Leads
Contacts
Customers
Opportunities

CMS
News
Press
Website Content
Events

Ecom
Products
Offers
Specials
Inventory

Feeds
News
Press
Blog
Reviews

API
Social
Email
Surveys
Reviews
Web
IoT

USER ACCESS

Administer User Access

Add New Marketing Products

Manage Template Library

View Order Log

Set Spending and Budgets

View and Filter Reports

View Analytics

Approvals and Alerts

CMS Controls

USERS

CMO / ADMIN

SUB-ADMINS

SALES TEAMS   **MARKETING TEAMS**

ANALYTICS

Company-wide Metrics

Department-wide Metrics

Individual Metrics

MARKETING

Postcards / Direct Mail

Flyers & Showsheets

Brochures & Catalogs

Landing Pages

Email Marketing

Social Media

Content Management

+

Magento™

Powered by Magento, the world's #1 eCommerce platform now owned by Adobe!

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SOME OF OUR CLIENTS INCLUDE

MERIDIAN CAPITAL GROUP

NewYork-Presbyterian

AVISON YOUNG

Colliers INTERNATIONAL

CUSHMAN & WAKEFIELD

THE OKONITE COMPANY

Schindler

DAIMLER

B6 REAL ESTATE ADVISORS

TEN-X COMMERCIAL

LEE & ASSOCIATES COMMERCIAL REAL ESTATE SERVICES

AND MORE!

ARE YOU READY TO GIVE IT TRY?

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Go to IMPGO.com and request a DEMO today!

12 W 23rd Street, 3rd fl. NY NY 10010 • 212.243.3070 • info@IMPGO.com