



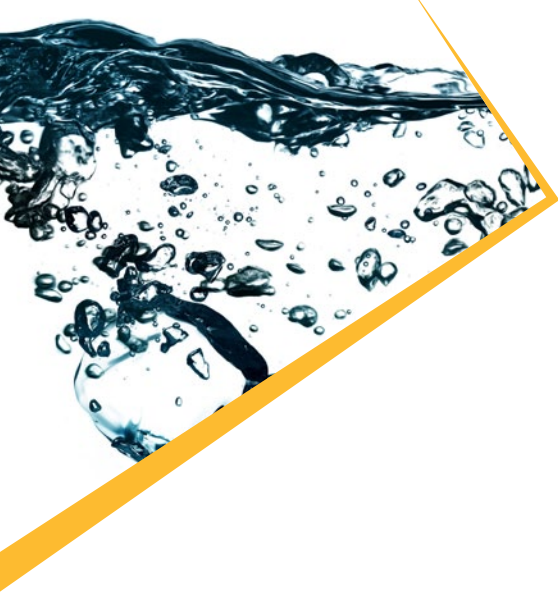
achievable

multi-channel marketing

Kodak

InSite

Campaign Manager



Strengthen your business service offering with **Kodak InSite Campaign Manager**, a powerful set of tools designed to deliver effective personalized marketing with intuitive campaign dashboards and live response tracking to measure campaign performance.



InSite Campaign Manager is an easy-to-use, innovative software solution created to help optimize multi-channel marketing programs. This solution empowers marketers to identify and segment customer groups, create, schedule and execute targeted, multi-channel campaigns and measure results.

On it's own, or integrated with Kodak's full suite of Unified Workflow Solutions to streamline and synchronize all your production workflow, **InSite Campaign Manager** makes it easy to:

- Import, upload, merge & sort your customer data into segmented target groups & niche markets
- Identify the best messaging channels for each group to maximize customer response
- Tailor marketing content to specific segments
- Create multi-media campaigns to include custom web pages, PURLs, email blasts and direct mailers
- Ensure consistency of creative content across all channels
- Automate the scheduling of offers & messages at set times to selected target segments
- Speed & synchronize all communications, including postal mail, email & Web messaging
- Track customer response through coupon replies, e-responses and web page activity
- Use performance metrics to measure results, campaign success & ROI
- Benchmark results in order to continually fine-tune communications and optimize campaign effectiveness

Turn your client data into a wealth of potential

Your customer database is a hidden goldmine of vital facts to drill deep into their needs, preferences and buying habits, and can be used to create up-sell and cross-sell opportunities.

The key is the ability to sort and interpret those information bits into meaningful, powerful elements that you can use to customize the right communications to the right people at the right times.

InSite Campaign Manager applies intelligence technology called Multivariate Interaction Detection (MID), enabling you to simply and precisely classify customers into groups based on geography, sales volume, company size, buying patterns, recent inquiries—skillfully utilizing what your records contain.

Now the time-intensive tasks of distilling data and segmenting markets is easy—down to the smallest detail and single individual—which can be the key to promotional success.

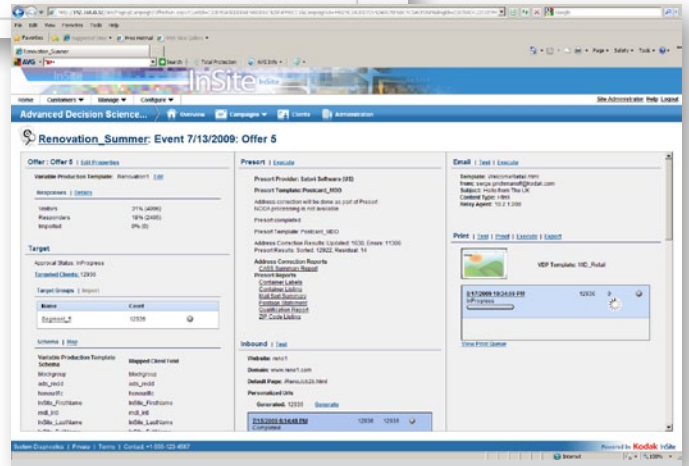
High-impact messaging across multiple channels

Multi-media marketing is essential to reach today's information-cluttered customer. Yet it's an arduous process typically requiring the resources of large corporations or mailing houses. No longer.

InSite Campaign Manager gives your business clout. It enables you to wield the immediacy, geographic reach and cost-savings of electronic media with the added punch and staying power of printed campaigns.

| Campaign | Event | Variable Production Template | Target | Price | Orders | Progress |
|-------------------|-----------------|------------------------------|-----------|---|-----------|------------------|
| Renovation_Summer | Event 7/13/2009 | Offer 1 | Perennial | Target group: 453 total targeted clients | MS Retail | 676,125/ 676,125 |
| | | Offer 2 | Perennial | Target group: 453 total targeted clients | MS Retail | 276,238/ 276,238 |
| | | Offer 3 | Perennial | Target group: 1645 total targeted clients | MS Retail | 379,370/ 379,370 |
| | | Offer 4 | Perennial | Target group: 1206 total targeted clients | MS Retail | 276,180/ 276,180 |
| | | Offer 5 | Perennial | Target group: 1206 total targeted clients | MS Retail | 376,240/ 376,240 |
| | | Offer 6 | Perennial | Target group: 2877 total targeted clients | MS Retail | 276,180/ 276,180 |
| | | Offer 7 | Perennial | Target group: 1173 total targeted clients | MS Retail | 376,240/ 376,240 |
| | | Offer 8 | Perennial | Target group: 1206 total targeted clients | MS Retail | 276,180/ 276,180 |
| | Event 8/12/2009 | Offer 1 | Perennial | Target group: 1645 total targeted clients | MS Retail | 19,300 / 19,300 |
| | | Offer 2 | Perennial | Target group: 387 total targeted clients | MS Retail | |
| | | Offer 3 | Perennial | Target group: 387 total targeted clients | MS Retail | |
| | | Offer 4 | Perennial | Target group: 387 total targeted clients | MS Retail | |
| | | Offer 5 | Perennial | Target group: 1206 total targeted clients | MS Retail | 19,300 / 19,300 |
| | | Offer 6 | Perennial | Target group: 1206 total targeted clients | MS Retail | |
| | | Offer 7 | Perennial | Target group: 1206 total targeted clients | MS Retail | |

Synchronized campaign execution—review data, generate PURLs, administer print and e-communications from a single window

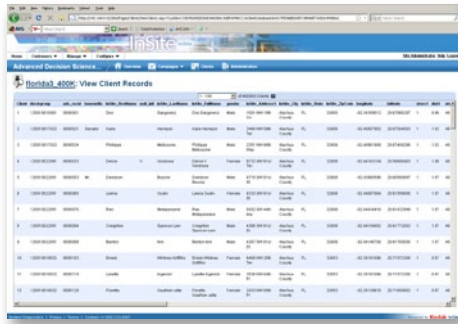


Custom Dashboard: create and schedule multi-channel campaigns

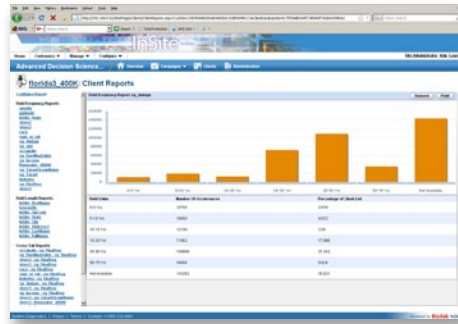
Multiple touch points = maximized audience impact.

Use the numerous tools and dashboards within **InSite Campaign Manager** to specify different groups, customize messages to each of those chosen targets, determine the best media to reach them and set auto-delivery times. Entire campaigns are seamlessly created, scheduled, managed and distributed by post, email, Web blast or all the above.

InSite Campaign Manager works with any web authoring software and measures results on criteria you select. Track success by e-responses, coupon redemption or Web activity, collecting key metrics and ROI figures to determine current, and refine future, campaign effectiveness.



Easily import & sort customer data files



Generate frequency reports to verify, ratify & update customer data

A new wave of capabilities, opportunities and revenue streams

Maximize, in just a few simple strokes

While creative concepts certainly add appeal, in reality, campaign success hinges on strategic planning, channeling, managing and executing.

InSite Campaign Manager helps you automate every element of your campaign for greater control, impact, response and ultimately, business growth.

Integrated with Kodak Unified Workflow Solutions

Turn your company into a revenue-generating marketing leader today with **InSite Campaign Manager** and the complete suite of power-packed Unified Workflow Solutions from Kodak.

Step 1:

Define your tactics, targets & timelines

Determine your offerings, prospects and communication channels.

Step 2:

Filter & classify key customer data

Import client information with simple drag and drop steps, choose infinite data fields, sort by type and tailor your marketing messages, media channels and timing for optimum impact.

Step 3:

Maximize your reach & frequency

Use the templates to create the number and types of email, Web messages and print elements of your campaign. Customize each with personalized client content.

Step 4:

Prepare multi-channel elements

Set the campaign schedule, deliver on target, and budget on time.

Step 5:

Measure your success

Choose a variety of tracking methods and performance metrics. You can even run a special ROI "probability" feature to estimate potential costs and returns throughout the campaign cycle.

To learn more about solutions from Kodak:

Visit graphics.kodak.com
Or in North America, call +1-866-563-2533

Produced using Kodak Technologies.

Eastman Kodak Company
343 State Street
Rochester, NY 14650 USA

©Kodak, 2009. Kodak and InSite are trademarks of Kodak.

Technical and environmental specifications subject to change.

U.ES.60.06.09.en.01 (K-853)

