



Responsys Unveils the Interact Social Data Cloud

Interactive Marketers to Access Social Profile and Behavioral Data Within Responsys Interact Suite to Orchestrate and Optimize Cross-Channel Marketing Programs

SAN BRUNO, CA -- (Marketwire) -- 05/02/12 -- [Responsys, Inc.](#) (NASDAQ: MKTG), a leading provider of email and [cross-channel marketing solutions](#), today unveiled the Interact Social Data Cloud in front of more than 1,000 global marketers at [Responsys Interact 2012](#). The new solution will enable marketing organizations to access social profile and behavioral data within the [Responsys Interact Suite](#) to orchestrate and optimize their cross-channel marketing programs. The Interact Social Data Cloud builds on the success of Responsys' cloud strategy and platform, providing marketers with the tools to seamlessly plan and execute campaigns across email, mobile, social, display and the web.

"Marketers are missing the social data opportunity," said [Scott Olrich](#), Chief Marketing and Sales Officer at Responsys. "According to a recent study by Forrester, only 13% of interactive marketers are using social data to inform and optimize their interactive marketing campaigns. The Interact Social Data Cloud not only makes social data actionable, but it provides marketers with a truly holistic view of the customer to enable them to orchestrate highly sophisticated, integrated relationship marketing programs across the digital channels."

The Interact Social Data Cloud brings customer insights gathered from social data overlays, applications and interactions directly into the Responsys Interact Suite, allowing marketers to leverage social profile and behavioral data to build and execute highly personalized campaigns. For example, marketers can easily select a variety of social attributes within Interact Filter Designer to segment and target consumers based on things like geography, social sharing history, birthday, product, interest or brand affinity. These attributes can then be combined with rules in Interact Filter Designer to execute highly relevant marketing campaigns within the Interact platform.

"It's no secret that social data is all around us," said Nate Elliott, Principal Analyst at Forrester Research. "Every year hundreds of millions of consumers create hundreds of billions of pieces of social content. But despite this enormous volume and easy availability, few interactive marketers turn that social data into social intelligence and leverage that intelligence in their work."(1)

The Interact Social Data Cloud gives marketing organizations the power to:

- Gain valuable insight into their customers through understanding their social profiles and interactions overtime;
- Move beyond typical engagement metrics such as likes, comments, ReTweet(s) and @mentions to build actionable attributes and marketing programs generated from social data and insights;
- Execute timely and relevant email marketing communications and programs based on a deeper understanding of a consumer's interest, needs and behaviors; and
- Develop a more sophisticated contact and lifecycle marketing strategy that incorporates personalized content as well as predictive and engagement based targeting tactics.

"Social media is enabling companies to learn more about their customers than ever before," said Shawn Myers, Director of Product Marketing at Responsys. "However, without solutions in place to extract the data and orchestrate it with other marketing channels, these insights won't help marketers build long term customer relationships. The Interact Social Data Cloud provides rich, new sources of customer data that marketers must leverage to improve their relationship marketing campaigns."

About Responsys

Responsys is a leading provider of email and cross-channel marketing solutions that enable companies to engage in relationship marketing across the interactive channels customers are embracing today -- email, mobile, social, web and display. With Responsys solutions, marketers can create, execute, and automate highly dynamic campaigns and lifecycle marketing programs that are designed to grow revenue, increase marketing efficiency, and strengthen customer loyalty. Responsys' New School Marketing vision, flexible on-demand application suite, and customer success-focused services aim to deliver high return on investment, increased levels of automation and fast time-to-value. Founded in 1998, Responsys is headquartered in San Bruno, California and has offices throughout the world. Responsys serves world-class brands such as: American Family Mutual Insurance Company, Avis Europe, Brooks Brothers, Deutsche Lufthansa, Dollar Thrifty, LEGO, LinkedIn, Newegg, Orbitz, Qantas, Southwest Airlines, United Airlines and UnitedHealthcare. For more information about Responsys, visit [responsys.com](#).

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(1) Forrester Research, "The Five Ways Interactive Marketers Should Use Social Data", July 19, 2011

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