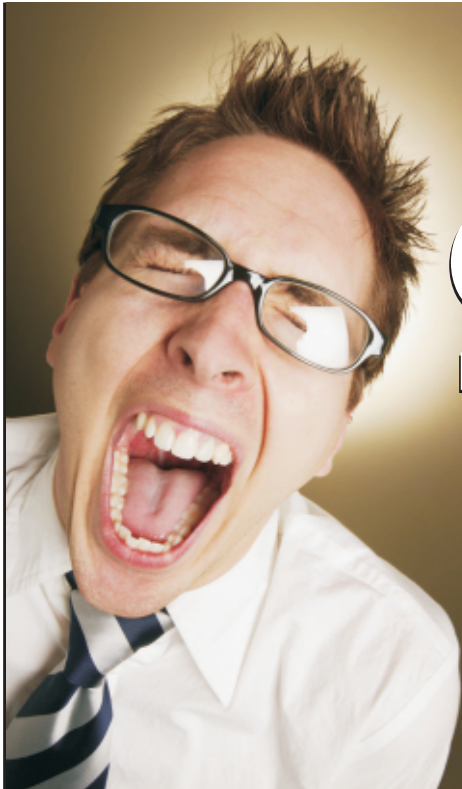


Get Amped!

MERGE Active Marketing Platform


MERGE™

Get your product to market

Leverage Social Networking

Create true Market Segmentation

Improve Response Rates

Maximize Profits



MERGE Active Marketing Platform (AMP) is a software based platform that helps launch new brands using interactive media quickly and effectively.

Speed up your Brand Launch

Marketing professionals are looking to launch their brand and reach new audiences quickly so that they can develop strong and lasting connections with customers. Drastically cut down on your time to market and develop messages that resonate with your customers. We provide a platform for all stakeholders to communicate and plan the brand launch.

Ride the Trend and Leverage Social Networking

Social Networking has exploded as a medium to influence the market and build brand awareness. MERGE AMP allows you to easily build your own brand specific social network so that you can build detailed interactions with other individuals while leveraging other popular social networks like Facebook.

Your customers can easily post interactive media from pictures and videos, or interact with each other. Go beyond traditional marketing techniques and gain access to your customers in ways not thought possible. Social networking allows direct access to your customer and understanding of their needs and behaviours, so that you can reach them with the right message.

Go Beyond Traditional Segmentation

Segment your customers by behaviours and common attributes, then target them with a message specific to them. With MERGE AMP you can generate reports based upon zip or postal codes. MERGE also allow you to understand more than just where your customer is, but also to understand their behaviours and develop a compelling message for each segment.

Improve Response Rates

Traditional media has had been in a steady decline. Direct mail, traditional advertising and other media have not enjoyed the same responses historically. Use new tools and techniques to reach your customers.



Turn an idea into action - Speed up your next brand launch



Communicate the Plan.



MERGE allows you to create, manage and share multiple documents with multiple stakeholders. Sharing with agencies and internal marketing groups will ensure the right individuals have the right documents. MERGE provides you with calendaring and event management functionality to plan events and launches. With MERGE you can communicate, train or educate multiple teams across multiple geographic areas with ease.

Execute the Plan.



MERGE allows you to take your plan and execute it effectively. Using traditional approaches no longer yields the same results and marketers truly need an integrated approach to reach multiple audiences. MERGE allows you a single unified platform to reach customers via web, email, mobile devices, social networks or viral media. Whether it be a complex brand launch or an ad-hoc campaign, MERGE allows you to reach your customers quickly and effectively.

Measure your Success



Have you ever wondered whether your campaign was successful or not? With MERGE you can stop guessing. MERGE AMP's integrated analytics gives you an instant view of any campaign or project. You can easily translate campaign reporting into a measurable ROI and determine the whether your message is resonating. MERGE acts allows you to capture and easily integrate with your existing CRM system, to build a deeper understanding of customer interactions.

Translate Information into Actionable Next Steps



Information is the key to making good decisions. Not only does MERGE allow you to execute campaigns quickly but it captures and manages detailed information of your customers. Marketing Segmentation allows you to target groups with the right message. Improving the relevance of your message will ultimately determine the response. MERGE helps you ensure that you are reaching your audience consistently and accurately.

Our Clients

The MERGE solution is actively deployed at some of the world's leading brands. We continuously works to develop a solution that meets the unique needs of each customer and their respective stakeholders. MERGE actively works with both marketing teams and Agencies of Record to ensure the launch and management of effective campaigns.

The Beer Store

 **ALLERGAN**



Apple Computer



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