

Corporate Overview



Maximizing the web to maximize your profits.

MERGE is a dynamic company that provides marketing organizations with innovative web-based software solutions. MERGE enables your organization to manage your marketing activities effectively.

MERGE helps organizations create and manage web content and documents, build online communities and automate marketing processes. We provide visibility into online user actions and behaviours so that the right content can be delivered to the right person, at the right time.

MERGE has been able to engage some of the world's leading brands including Apple, Nissan, Roche, Labatt and many others to amplify marketing and sales performance with dynamic information delivery and campaign deployments.

MERGE offers three unique solutions: the MERGE Active Marketing Platform (AMP), MERGE Rx and general MERGE Solutions. Each solution is suited to address a broad range of business needs across multiple industry verticals.

MERGE goes beyond traditional web offerings, we provide:

- Tools to maximize and manage web lead generation
- Allows users to easily deploy interactive web sites, campaigns and build prospect interest and customer loyalty
- Tools to allow business users to update content and communicate with key stakeholders in a secure and scalable environment
- Simple, easy to use interface so you can focus on your message rather than technology
- Real time analytics to measure campaign effectiveness, web site results
- SEO, User Generated Content, Social Networking and Social Media

MERGE AMP

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



MERGE helps you stay one step ahead of your competitors

The MERGE AMP Platform helps manage web based marketing programs and brand sites. We go beyond the traditional and provide interactive websites, Search Engine Optimization (SEO), email campaigns, detailed analytics and take advantage of new trends in viral marketing using social networking and social media.

- **Relationship Marketing:** MERGE allows you to build long term relationships with your customers and partners providing consistent touch points.
- **Brand Launch Tools:** Launch an integrate marketing campaign touching multiple mediums and centralize reporting tracking the results in one location.
- **Deploy multiple sites within the same framework for multiple audiences:** Deploy multiple sites for multiple purposes and manage common information from a centralized platform.
- **Automate Marketing Process:** Remove redundant tasks and automate standard updates and follow-up procedures to ensure consistent and accurate follow-up.
- **Manage Training:** provide consistent and managed training to your staff and partners from one platform.
- **Improve Consistency of your Brand:** MERGE allows you to provide consistent branding while allowing business users to update key information.



“MERGE has been very flexible and good to work with. Every time we have a need, it gets taken care of”.

- Matthew Stradiotto, Co-Founder,
Matchstick

MERGE Rx

MERGE Rx is a software based closed-loop marketing solution designed specifically for pharmaceutical and Health Care companies. Our solution enables your organization to manage your entire marketing/product life-cycle.



MERGE helps you engage your Key Opinion Leaders in new and meaningful ways

MERGE Rx is a powerful and easy-to-use online interactive platform that helps pharmaceutical companies reach their audience and deliver personalized content to key stakeholders.

- **Key Opinion Leader (KOL) Management Tools:** The MERGE Rx platform provides brand managers with the ability to track interactions between KOLs.
- **Non-Personal Sales:** MERGE Rx provides a platform to facilitate non-personal sales tools to augment traditional channels.
- **Direct to Consumer/Direct to Patient Tools:** Reach out and engage with patients and consumers through multiple channels.
- **MERGE Rx provides tools to help manage regulatory issues:** The use of content on pharmaceutical sites can be highly regulated. MERGE Rx provides tools and expertise to manage the process.
- **Online Advisory Boards:** MERGE Rx provides pharmaceutical companies with robust tools to allow for secure strategic engagement with advisory board members.



Answers That Matter.

“Merge has been a critical partner for us as we have grown our e-business platform over the last five years.”

- Danny Shenkman
eChannel Manager
Eli Lilly Canada Inc.

MERGE Solutions

MERGE recognises that some organizations have specific business challenges and needs. MERGE customized solutions can be tailored to meet the needs of any business.



MERGE supports your business using innovative and cost effective solutions

Our team works with multiple stakeholder groups including, marketing, operations, finance and IT to develop a solution that meets your business requirements.

- **Customized Solutions:** MERGE can work with your team and design specific functionality to meet specific business needs.
- **Process Improvement:** MERGE can assist your organization by reviewing your existing business processes to determine more effective ways to manage information and communications.
- **Time to Market:** By building on existing application sets and a core foundation, the MERGE platform can deploy client solutions quickly and effectively.
- **Measurement:** MERGE believes in measuring the success of each engagement to maximise value to our clients. The MERGE platform allows for rich analytics to be delivered to key stakeholders ensuring that success metrics are met.

The Beer Store

"MERGE's rapid deployment capabilities allowed us to enjoy the benefits of a common platform faster than we could have with the other solutions we were considering."

- John Hynes, IT Manager
The Beer Store

MERGE Features



Content Management

MERGE provides tools to allow for the management of any web site. Authenticated users can easily and quickly update web content, blogs, wikis, forms, and digital assets.



Document Management

Share documents quickly and easily with groups and colleagues. MERGE uses session security and version control to ensure that only the right group has access to the right document.



Social Tools & User Generated Content

MERGE supports a robust social networking suite designed to allow companies to build powerful company controlled social networks. MERGE provides the tools to integrate user generated content and media into your web site, capturing important client feedback and insights.



Detailed Reporting

MERGE provides a detailed reporting suite out of the box. This provides both business users and administrators a comprehensive view of site activity and key interactions.



Market Segmentation

MERGE captures detailed information on your market segments allowing for improved communications and messaging to key stakeholders.



Email Campaigns

MERGE provides the ability to easily and effectively launch integrated email campaigns, allowing organizations the ability to communicate value added messaging their audience.



Polls, Surveys & Quiz Management

MERGE allows you to quickly build detailed polls and questionnaires for both internal and external user engagement.



Marketing Automation

MERGE allows you to automate the lead management process to allow the right person to follow up or respond.

What the Market is Saying?

"Social networking at an enterprise level is about building high value communities that drive innovation and revenue through increased engagement with consumers, employees and even partners."

- David Bankson
iMedia Connection

Flexible Offerings

MERGE provides a wide series of offerings to address your business needs

- **Software as a Service (SaaS):** In many cases various groups would prefer a turn-key solution that allows them to focus on their business. MERGE can assist organizations that want to minimize their internal IT footprint.
- **Managed Services:** Some MERGE clients prefer to have MERGE provide backfill for internal resources. Whether it is working with your agency, directly with the project team or guiding strategy and project management, MERGE is equipped to provide the support our clients need.

- **System Integration:** MERGE allows you to integrate your system with existing infrastructure or legacy applications and databases. MERGE professionals can work with you and your team to determine your exact needs and best solution.
- **Design:** MERGE's team of designers can develop a look and feel to match your corporate branding or work with your internal marketing team or agency to deliver a solution traditional strategies and address the new challenges organizations face in managing ongoing communications with multiple stakeholder groups.

Find out more about MERGE

Interested in finding out how you can improve your reach in the market place? Find out the next steps to use MERGE to get the most out of your brand.

What is your marketing challenge? Define your biggest marketing challenge and let our team show you a world of possibilities.

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to find out more about our solutions.



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