DataAgent

Automated database connections for highest data consistency

Link your e-mail marketing with other existing systems. The DataAgent enables an easy data transfer between two applications, e.g. between the E-Marketing Manager (EMM) and your CRM database. With the intelligent tool your stored data are always up-to-date.

DataAgent offers many advantages

► synchronization of data base content of the E-Marketing Manager with your inhouse data base
► fully automated data exchange without any manual operations
► maximum flexibility for bidirectional data exchange
► additional reporting and data delivery that exceeds the standard EMM functionality
► independent database and table design for both systems
► encryption mechanisms to prevent recording of potential corrupt data
► guarantees currency and data consistency of all customer data
► tables and fields can be user-defined
► maximum data security through SSH, PGP or SSL/HTTPS encryption
► platform-independent and future-proof due to CSV-, XML- and JSON- data format
► synchronization intervals can be user-defined
► supports any character sets due to XML/Unicode
► supported database interfaces: ODBC, JDBC und DBI

DataAgent: To keep your data always up-to-date!
DataAgent

Functionality

1. DataAgent imports CSV or XML data files from the server
2. Data are processed according to defined customer rules
3. Data are imported into the EMM database
4. DataAgent extracts data and drops files on the server

Application examples: CRM systems, shop systems, ERP systems etc.

DataAgent

Your CRM database

automated, bidirectional data exchange

e.g. status, master, activity and user activity data

E-Marketing Manager (EMM)

status data: interests, date of order, turnover, ...

master data: e-mail address, e-mail format, name, ...

activity data: bounces, user-opt-outs, admin-opt-outs, ...

user activity data: recipient IDs, click URLs, IP addresses, ...

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