



Software Features & Capabilities





MarketHUB+ is DocuStar's web-based marketing resource management system

for managing marketing materials and campaigns in coordination with a field sales force, agents, dealers, distributors, partners, etc. MarketHUB+ enables localization and personalization of marketing communications while streamlining the process of maintaining regulatory and brand compliance and keeping materials up-to-date.

Key features of MarketHUB+ include:

- Marketing Asset Management
- Campaign Management
- Marketing Workflow Automation and Tracking
- Budget Management



MarketHUB+ enables your organization to:



Do **More Campaigns**
with Less Staff



Localize
Marketing Messages



Ensure
Brand Consistency



Focus on Marketing,
not Technology



Demonstrate
Marketing ROI

MarketHUB+ Features Overview

Marketing Asset Management

Create and manage your inventory of marketing materials. Enable customization and localization of materials. Search entire inventory of materials to apply updates. Enable online ordering of marketing materials, and creation of marketing kits. Manage logos and images.

Campaign Management

Schedule one time or ongoing (continuity/drip) multi-channel campaigns. Create and customize communications. Manage lists. Track dispositions.

Marketing Workflow Automation & Tracking

Automate marketing processes. Manage customization approvals and list approvals. Measure and analyze campaign results. Manage and track QR codes.

Budget

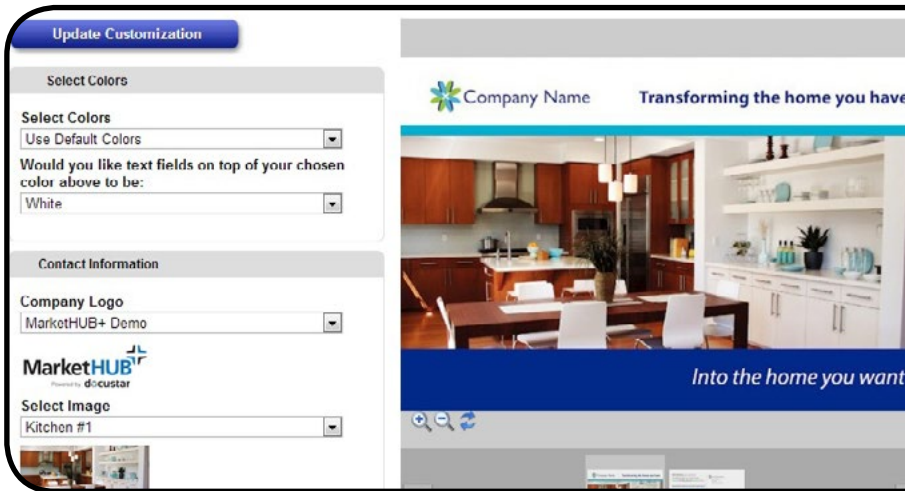
Manage and control the marketing budget. Automate the allocation of marketing funds across sales/distribution channels.

Reporting

View standard reports or create custom reports to monitor the progress and success of your campaigns, marketing materials usage and QR code scans.

*Note, in the detailed descriptions that follow, “administrators” are typically corporate marketing managers. “Users” can also be members of the marketing department as well as sales associates, agents, distributors, channel partners, dealers, etc.

Marketing Asset Management



ASSET SELECTION

Pre-approved marketing materials are uploaded, stored and managed within MarketHUB+. Additionally, administrators can provide pre-approved templates for users to customize and submit for approval.

CUSTOMIZE ASSETS

Users may customize their marketing materials, localizing them or personalizing them, to create highly targeted messages. Users can also have their individual contact information appear on their marketing materials.

REAL-TIME DISPLAY

As users are customizing materials, updated proofs are displayed in real-time.

LIGHTBOX

Store corporate images and logos and allow designated users to view, download, or email them via MarketHUB+'s Lightbox. Keep all of your company's images stored in one location for easy access.

Marketing Asset Management

SUPPLEMENTARY IMAGES OR LOGOS

In addition to corporate-provided images and logos, allow users to upload or select relevant images to include on their marketing collateral.

USER PROFILE PHOTO

Allow users to customize their marketing materials with their photos by having user images uploaded and stored in their profiles.

IMPORT DATA

MarkethUB+ allows your company to upload data whenever necessary (daily, weekly, monthly, etc.) to populate on your assets, so that your company's information is always current. An example would be interest rates that change on a weekly basis.

QR CODES

Enable users to generate QR codes linked to text, contact information, web URL's, etc. and place them on marketing materials. QR codes generated are unique to the user and to the marketing piece, enabling corporate to track the performance of specific materials and individual users.

CONTACT INFORMATION MANAGEMENT

Allow users to generate QR codes linked to their contact profile for placement on marketing materials. In the case of staffing changes, administrators can choose to have individual "contact" QR codes redirected to a corporate contact site – ensuring seamless service for customers and prospects.

PORTFOLIO

Allows users to save their customized assets and resume the customization and ordering process upon returning to their Portfolio.

FILTER FUNCTION

Allows administrators to tag assets with characteristics (such as format, asset types, ethnicities, language, and life stage event) so that users may filter their search according to their marketing needs. Access to assets is restricted to those with the appropriate security and work group associations.

KEYWORD SEARCH

Users may enter a word(s) in the keyword search to find matching results within the body of assets as well as in asset names, asset descriptions, and product category names.

PROMOTIONAL MATERIAL MANAGEMENT

MarketHUB+ can be used to track, manage and distribute your inventory of promotional items; for example, pens, apparel and notepads.

KITS

Allows users to order marketing materials in groupings by enabling the selection, customization, and addition of assets to a Kit. For example, a “sales kit” may include a notepad, business card and a brochure within a folder.

SHIP AND TRACK

Allows users to have their marketing materials drop-shipped to their specified location and track their progress via Order History. Users can also access UPS tracking through the system.

ORDER HISTORY

Users are able to access their past orders and reference proofs, track orders, view billing information, or reorder items via their Order History.

Campaign Management

UPLOAD A MAILING LIST

Allows administrators and users to build contact lists in Excel and upload them into MarketHUB+. Each mailing list is attachable to a direct mail or email asset. Administrators can configure the system to require users to approve their lists.

CREATE A LIST

Administrators and users may create lists in MarketHUB+ by entering information into the Create a List Tool. Administrators can configure the system to require users to approve their lists.

OPT-IN AND OPT-OUT FEATURES

MarketHUB+ tags those clients that have opted out of mail or email, so that they do not receive future correspondence. This information can be exported for your company to scrub against its database. You can also supply a list to DocuStar to scrub against lists that your users have uploaded.

MAIL DIRECTLY

Allows users to have marketing materials (collateral, postcards, newsletters, etc.) sent directly to their clients via USPS without the hassle of addressing and stamping their items. Users are able to seed themselves in their mailing list and select a mail date.

CROSS-CHANNEL CAMPAIGN MATERIAL MANAGEMENT

Campaigns can be distributed via email or mail and can include shipment of promotional items. Messages can include QR codes and/or PURLs for electronic response. Digital assets, such as PDF's, can be managed in the system and made available for download. Supplemental campaign materials, including large formats (such as signage and flyers for tradeshow), can be drop-shipped in coordination with the campaign.



DRIP CAMPAIGNS

Create campaigns that are managed on your behalf. Your company or user can supply a list to DocuStar that our staff can upload to MarketHUB+. We can then manage ongoing “drip mailings” that keep you in touch with your clients.

MAILER AGGREGATION

Campaign mailings can be managed and designed with single drop dates to leverage bulk postage rates.

TURNKEY CAMPAIGN ENROLLMENT

Corporate administrators can create and schedule turnkey campaigns. Users — including sales channels, partners, distributors, etc. — enroll to have campaigns mailed to their customer base. Notices are automatically sent to users to announce when new campaigns are available, when enrollment is expiring and when campaigns are launching.

CAMPAIGN CALENDAR

View current and upcoming campaigns with campaign open dates and close dates organized in a calendar chart.

DISPOSITION CAPTURE

During campaigns, users can be directed to follow up with targets and/or update dispositions within the system, enabling tracking of sales activity as well as campaign success. As customers respond to campaigns, users can update dispositions, per contact, to enable tracking of campaign success.

Budget Management (Gas Tank)

GAS TANK FUNDS

Allocate funds to specific users, lines of business, or work groups on a one-time or scheduled basis. Users may use Gas Tank funds to purchase their assets until they are exhausted, thus keeping you in control of your budget.



The screenshot shows a software interface with a blue header bar. Below the header, there is a blue box containing the text "Gas Tank Funds: \$2,738.51" and a small red shopping cart icon. Below this, there is a table with three columns: "Total Items", "Gas Tank Funds Payable", and "Other Payment".

Total Items	Gas Tank Funds Payable	Other Payment

PROMO TANK FUNDS

The Promo Tank provides an identical, but separate way to allocate funds on a one-time or scheduled basis in the instance that you wish to provide promotional funds for a specific campaign.

ORDER APPROVAL

A user is required to submit orders that exceed the balance of his or her Gas Tank funds for administrative approval prior to the order being placed in production. Administrators may specify which lines of business and work groups require order approval.

OVERAGE PAYMENT OPTIONS

If users exhaust their Gas Tank and Promo Tank Funds, you may allow users to pay for the remaining balances via a corporate credit card number, internal billing, cost center or purchase order.

Marketing Workflow Automation & Tracking

ASSET-BASED CUSTOMIZATION APPROVAL

A user is required to submit his/her customization of the specified asset for administrative approval prior to placing it in the shopping cart. This applies to the assets that the administrator specifies.

WORKGROUP-BASED CUSTOMIZATION APPROVAL

A user is required to submit all of his/her customized assets for administrative approval prior to placing it in the shopping cart. This applies to the lines of business and work groups that the administrator specifies.

REVIEWING APPROVALS

An email notifies the administrator of an item pending review once the item is submitted for approval. An administrator can approve, deny, or comment on the submitted items. After approval, denial, or comment, an email is sent to the user notifying him or her of the administrator's decision and allowing the user to revise or order the item.

APPROVALS MANAGER

Administrators may review, approve, or deny assets and orders submitted for approval prior to them being distributed.

LIST APPROVALS

Administrators can specify when lists need users' approvals. Users are automatically notified when lists are available for approval and administrators can specify an approval deadline. Administrators can see users' list status at-a-glance; for example, which lists have been downloaded and modified.

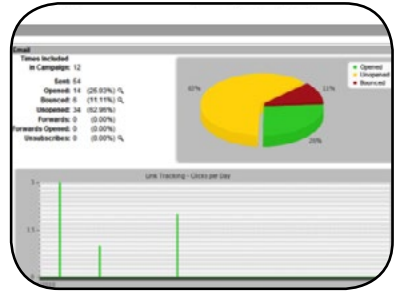
WORKFLOW CUSTOMIZATION

MarketHUB+ can be easily customized to automate individual companies' unique marketing process flows. For example, determining which conditions trigger internal emails and automating appropriate handoffs through specific marketing processes.

Reporting

VIEW STANDARD REPORTS

Administrators are able to track the usage of Gas Tank funds, top marketing materials, and portal usage by viewing MarketHUB+'s standard reports.



CREATE PERSONAL REPORTS

This powerful tool allows Administrators to create personal reports tailored to their needs. Administrators are able to easily sort and filter data and then download their reports to Excel.

EXPORT CAPABILITIES

MarketHUB+ can export various file formats such as Excel.

EMAIL SUBSCRIPTIONS

Administrators can sign up to receive Standard or Personal Excel Reports via email on scheduled days.

QR CODE TRACKING

View number of QR code scans by asset and by user. Track scans by scanning device (Blackberry, iPhone, iPad, Android). View a map of scan locations (exact location if scanner opted-in to GPS tracking, estimated if not).

EMAIL CAMPAIGN TRACKING

Review email campaign details including open rates, bounces, unsubscribes, and link click-throughs via a graphic dashboard and exportable reports.

System Configuration

MarketHUB+ is a “software as a service” solution. As such, it requires minimal time from and coordination with your IT team for implementation and ongoing maintenance.

WEB-BASED

MarketHUB+ is a web-based application that utilizes standard, free software such as Microsoft Internet Explorer, Mozilla FireFox, Apple Safari, Google Chrome, and Adobe Acrobat Reader. As a web application, users are able to access your organization’s assets without needing software installed on their individual computers. Upgrades are made to MarketHUB+ without any download or action required by the users.

REGISTER FOR MARKETHUB+

To gain access to MarketHUB+, simply have your employees register on the log-in page of MarketHUB+, and security group specific information will be emailed to the user within 24 hours by DocuStar’s support staff.

SINGLE SIGN-ON

Simplify access to the portal by linking MarketHUB+ with your internal software using single sign-on. When a user logs into your internal software, they will gain access to MarketHUB+ via a link on your company’s system.



System Configuration

SECURITY GROUPS – LINES OF BUSINESS AND WORKGROUPS

Preserve the separation between lines of business and workgroups by associating users with both a Line of Business (LOB) and Affiliate. Users are then restricted from seeing marketing materials or data outside of their security groups.

ADMINISTRATIVE ACCESS VS. NORMAL USER ACCESS

Administrators are able to access the User Manager, Custom Reporting Tool, Approvals Manager, and Portal Manager via the Administration tab on the main menu.

USER MANAGER

Administrators may view the profile information, images, mailing lists, and order history of users within their workgroup.

TRAINING CALENDAR

Administrators are able to post portal training dates on the home screen via the Training Calendar.

MESSAGE CENTER

Allows administrators to communicate with users by posting important information in the Message Center of the Home screen.

FEATURED ITEMS

Users are able to view featured marketing assets that are selected by administrators via the Featured Items Tool on the Home screen.

PORTAL MANAGER

Allows administrators to access and edit the Message Center, Training Calendar, Featured Items Tool, Rate Import, and Business Rules.

Post-Implementation Services

DocuStar has been supporting marketing departments for 20 years. Through the years we have built a solid reputation for delivering outstanding, reliable service to our clients.

SUPPORT:

Live support is available from 8:00 AM – 5:30 PM (EST). Registrations, navigation questions, and asset management are handled by DocuStar's knowledgeable customer service representatives.

TRAINING

Client-specific webinars are provided at your request by DocuStar support staff to enhance users' understanding of MarketHUB+.

CUSTOM PROGRAMMING MODIFICATIONS

DocuStar improves MarketHUB+ bi-monthly through updates and fixes. If MarketHUB+ is missing capabilities that a client needs, DocuStar will work with clients to develop the necessary capabilities.



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MarketHUB+ is provided by DocuStar. Celebrating 20 years in business, DocuStar enables businesses to create, deliver and measure multi-channel marketing strategies.

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