

Alterian Full Service Email and SMS Delivery with Dynamic Messenger

Alterian can drive your organization's email and SMS campaigns to a more engaging level.

Introduction

Delivering targeted, creative campaigns to engage with your audience through email, SMS, and RSS channels becomes easier with [Alterian's Email Engagement Solutions](#). It is also easier to analyze and leverage data collected from various sources to build a consistent, relevant brand across multiple channels by centralizing the storage and management of digital assets.

Alterian can drive your organization's email and SMS campaigns to a more engaging level. With recently launched technology advancements we can enable companies to rapidly capitalize on the following suite of services:

- **Interactive Delivery Services** – Alterian's Interactive Delivery Services provide the ability to implement your company's Interactive marketing campaigns execution across email, web, SMS and social channels. Our Interactive services professionals are equipped to support the full Interactive campaign lifecycle from HTML template coding to short code creation to campaign launches and deliverability monitoring. Our delivery services professionals are available to assist whether you require full service or services on demand, and will deliver flawless email campaign execution.
- **Interactive Strategy Services** – Through careful listening and understanding of your business goals and objectives, our strategic services team can determine how best to utilize the Alterian Integrated Marketing Platform that will provide exceptional value and return on your investment. We have extensive experience across all interactive channels – from designing a triggered email lifecycle program to guiding you on how best to tag your website to developing your customer segmentation. [Contact us today](#) to discuss an interactive roadmap that meets your marketing initiatives.
- **Creative Services** – Alterian's creative team offers a wide variety of services to accommodate any of your creative needs. Our team has proven experience across all interactive channels and specializes in taking your ideas and/or existing creative to the next level. Whether you need complete end-to-end design services and management, or simply need copywriting assistance, Alterian stands ready to assist.
- **Interactive Development Services** – Alterian's Development Services provides the technical capability and expertise that enables marketers to extend their email marketing programs by way of peripheral components such as polls, microsites and preference centers. When used as a part of an overall communication strategy, these add-ons can enable marketers to further engage their audience, collect meaningful data and continuously improve on their overall marketing objectives.

Contact

If you're considering sophisticated or simple email or SMS programs, Alterian is your partner of choice - enabling better email and SMS engagement. For more details please contact info@alterian.com or call 312-884-5321.

The screenshot displays the Alterian Email Marketing website. At the top, there is a navigation bar with 'ALTERIAN', 'Alterian Email Marketing', and search, find, and contact options. Below this is a featured article titled 'Princess Cruises' with a sub-headline 'Princess Cruises transformed the way travel agents receive information with Dynamic Messenger'. A 'News story' button is visible. The main content area is titled 'EMAIL MARKETING' and features a navigation menu with 'Products', 'Solutions', 'Partners', 'Customers', 'Our People', and 'Our Company'. The primary content includes 'Alterian Email Engagement Solutions' with a sub-headline 'Delivering targeted, creative campaigns to engage with your audience through email, SMS, and RSS channels becomes easier with Alterian's Email Engagement Solutions.' Below this is a 'What's New' section with two articles: one dated 26 Aug about Ernie Low and another dated 16 Aug about Wright. There is also an 'Email Marketing' section with a video player and a 'Get a FREE COPY of the 1st Pan-European E-Mail-Benchmark-Study' offer. A 'WHAT OUR CUSTOMERS ARE SAYING' section features a quote from Iveta Cantalio. At the bottom right, there is a 'BOOK A LIVE DEMO' button. Social media sharing icons for Delicious, StumbleUpon, Digg, and Facebook are at the very bottom.



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