



**Adding New Relationship-Building  
Power to Communications: Vuture**  
A Marketing Automation Solution Partner of  
LexisNexis® InterAction®

## Take control of critical communication touchpoints

Most firms build their business on a foundation of strong relationships. Turning a contact into a client takes time, effort, a lot of communications and a personal touch. Although the best way to interact is always face-to-face, that direct communications approach isn't always practical or cost-effective when dealing with multiple parties. There is an alternative.

### **Fine-Tuning Your Critical Marketing Communication Touchpoints**

Make all your communications more personal and focused. The secret – whether you're relying on email, direct mail, web sites, or any form of electronic or print communications – is **Vuture**, a recommended solution partner for LexisNexis® InterAction® that's available online as a software service.

Vuture is an advanced platform for automating, building and conducting multi-channel marketing and communications activities that allows firms to mix and match different modules based on their needs. Without incurring the high costs of an outside agency or adding a lot of internal staff, Vuture helps firms improve their outreach campaigns and their outcomes in two ways:

1. From a creative production standpoint, Vuture offers a powerful do-it-yourself communications toolset that is both cost-effective and fast. All the modules feature

templates that are easy to customize with simple point-and-click and drag-and-drop commands. Modify the layouts, edit text, change images, create new materials and get professional-looking results every time.

2. At a higher level, the data-sharing integration between InterAction and Vuture represents the best of both worlds ... process efficiencies combined with the relationship-building power of a personal touch. You can personalize electronic or printed materials automatically in a “mail merge” fashion to address individual preferences and interests. Leverage the contact details, lists and subscription permissions in InterAction to guide Vuture-based programs; then track responses, report on results and write back updated data directly to the InterAction database to close the loop.

### Productivity Tools for Success

The Vuture platform modules address the high priority business development and marketing needs found at most firms. Each one features reporting and data feedback capabilities to track opens, clicks, replies, page views and other response activities as appropriate. Current integrated modules to fast track your communications programs include:

- **Email Campaign Manager** – this cornerstone of the Vuture portfolio also has a Form Builder capability that’s very useful for Event and Invitation emails.
- **E-Card** – handle recurring holiday greetings and similar projects with this module that complements Email features and lets attorneys easily add personalized messages.
- **Reporting** – add easy-to-use reporting and tracking features to assess the business results and communications success of your program initiatives.

Additional Vuture modules – supporting printed documents, surveys and different website and microsite site activities – are available and coming soon to U.S. markets. InterAction will advise clients of schedules as plans are finalized.

The Vuture team also offers a managed services support option that can “turnkey” any project activities if your firm faces staffing shortages or rush deadlines for a critical campaign. Vuture has been working with InterAction clients since 2007, and fully understands the important role that communication plays in building and maintaining strong relationships.

**Learn More >**



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