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## **Concep Launches Automated Database Updates**

*-cMap integrates with InterAction; additional CRM integrations planned*

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Concep, the global marketing services and technology provider, announced today that it has launched cMap, the data management application that enables automated records updating by integrating seamlessly with the LexisNexis InterAction CRM (Customer Relationship Management) system. Additional CRM integrations are planned for 2008.

cMap automatically feeds data gathered from an executed email campaign such as opt-out requests, or invalid email addresses, to a company's CRM system or database. cMap integrates seamlessly with InterAction by LexisNexis. cMap allows users to create activities and data change management (DCM) tickets in a CRM system based on the reporting elements in Campaigner. For example, contacts can update their subscription preferences to various lists, or update personal information.

"Up-to-the-minute customer preferences must be available not just to the marketing team but also to additional high level client facing staff, so integration with a central database is crucial," said Anthony Green, President, Concep New York. "With cMap, contacts are virtually updating their own profiles in the CRM, so the information is much more likely to be accurate and up-to-date."

cMap is designed to work with the Concep campaigner email marketing platform, which enables delivery of professionally branded interactive email communications. It provides a cost effective way to maintain contact with clients and further understand client business through valuable emailed content packaged in a helpful format. Concep campaigner offers an event registration system, sophisticated reporting functionality, and flexibility in presentation and design.

With offices in London, New York, and Sydney, Concep provides digital agency services to clients throughout the world. Unlike other software vendors and technology providers, Concep fuses strategy, creative, and technology to achieve results for clients. Concep aligns itself with client marketing objectives and understands that the needs of marketers go beyond simply technology products.

Concep email view rates are consistently high because Concep partners with Habeas, Inc., the industry's default Email Reputation Services Provider. Concep campaigns are delivered from servers not susceptible to blacklisting or poor deliverability issues. Concep works with half the global top 30 firms as well as many other smaller firms.

**Concep**

Concep delivers marketing services and technology globally through offices in London, New York and Sydney. The company works with professional organizations in the financial, professional, and business services sectors, as well as membership organizations and marketing agencies to help them build, manage and deliver digital communication programs. Concep is a thought-leader in B2B communications and relationship management through marketing. For additional information, please visit [www.concepglobal.com](http://www.concepglobal.com).

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