

Securidox unveils Manage&Control™ Version 2

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Securidox, the online secure document delivery specialists have released version 2 of Manage&Control™, their proprietary Content and Advertising Management System which enables non-technical personnel to control the layout and content of documents being delivered. In addition to document templates, users can define detailed rules using ‘drop-down’ menus to customize the advertising message for each document.

Manage&Control™ is composed of Template, Ad and Usage Manager modules

Template Manager: The Template Manager allows users to define and manage templates that control document layout and content. Templates can be easily modified at any time with respect to content, layout and image change. Each document is then sourced from any one of multiple templates with the appropriate one being selected based on rules which can be defined and changed at any time. In defining templates, two special field types control the placement of advertising and barcode images. The rules that determine the selection and placement of advertising are set-up in the Advertising Manager. All IATA standard barcodes are supported.

Ad Manager: The Ad Manager defines sophisticated rules to determine which advertising images with their corresponding links will be inserted into each document. Once a rule has been defined, images and links are uploaded for each outcome of the logic flow. Each template and each of its advertising ‘slots’ can have as many advertising rules as required. These can be amended or extended at any time by marketing or other non-technical personnel. Multiple rules allow for very finely targeted advertising placement. Advertising images, links and rules can be changed at any time based on current promotions and/or third party sales.

Usage Manager: The Usage Manager provides a log of every document delivered by the system and allows convenient access to usage numbers and archived documents. In addition, Usage Manager also provides detailed reports on ‘click-throughs’ on embedded links in the documents, tracking the time of delivery, the time of click-through and the unique identity of the document allowing for detailed audit of advertising effectiveness.

“Version 2 enhancements came about from our experience from projects and requests from customers to provide information not available from other systems. Now it is also even easier to optimize and report on the targeting of marketing messages.” commented Mark Scott Managing Director of Securidox Ltd.

For further information on Securidox and its solutions visit www.securidox.com