


The background of the entire page is a photograph of two hands shaking over a computer keyboard. The image is heavily tinted with a teal color. In the top left, there is a solid teal rectangle containing the company name. At the bottom, there is a dark teal horizontal bar with contact information and the company logo.

# Vuture + InterAction


Bring a real-world feel  
to your digital  
relationships.

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Modern client  
**relationships**  
that matter

A woman with long brown hair and glasses is looking down at a black smartphone in her hands. She is wearing a light blue button-down shirt under a grey blazer. She is sitting at a white table, and a white coffee cup is visible in the foreground. The background is a soft-focus office setting.

## Modern client relationships that matter

In a digital world, full of tenuous client relationships that teeter on a knife edge, forming and maintaining meaningful bonds is as important as it is difficult.

Ending one, on the other hand, has never been easier from a wantaway client's perspective...

*"It's not you, it's my stakeholder."*

*"You've changed. Things haven't been the same since you updated."*

*"I've installed someone new...."*

With a screen forming a barrier between client and firm, and only a faceless digital projection for them to disappoint, being professionally jilted via email is the new breaking-up-with-a-partner-via-text.

Sure, they might feel bad for a few minutes, but then they'll remember their shiny new replacement, providing them with things they thought you never could.

**But wait...**



It doesn't  
have to be  
that way

At Vuture, we know about relationships. Our relationship with InterAction goes back years, offering a combined service above and beyond your average martech integration, and today it's stronger than ever.

Developing synchronously, with parallel roadmaps, our two platforms strive to complement each other in our quest to power the world's best marketing teams with marketing technology to match.

The trust and reliability we have in each other is what feeds into the services we provide to our shared clients.

It does so through a digital marketing platform specifically designed to deliver your campaigns, events and key marketing activities intuitively and organically.

TO WHO YOU WANT.



WHEN YOU WANT.



IN THE WAY YOU WANT.





## Technology worthy of your ambition

Many relationships  
barely last a year.

Ours has been going  
from strength to  
strength for more  
than a decade.

### Developmental synchronicity

Our development teams are constantly interacting to help better serve our >200 shared users with every product release.

This partnership extends to all global jurisdictions, meaning that, no matter where you are, you're in total control and have full functionality straight out of the box.

# Touchpoint bingo

We've got a full house.

Our flexible InterAction integration lets you use Vuture to command your entire marketing operation through the touchpoints that matter:



## Email

Automated campaigns, personalisation, triggering, analytics.



## Events

Pre-, live and post-event management in real-time from any device.



## Landing pages

Standalone, as part of a microsite or connected to your own domain.



## Embedded forms

Fully adaptable, wherever you want them.



## E-cards

Branded, personalised from pre-defined templates.



## Preference manager

Secure recording, storing and checking of consent.

And there's more. Much more. The deeper you dive, the more expansive it becomes.

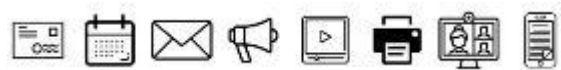
# Manage unsubscribes and preferences **effortlessly**

Vuture's built-in preferences functionality helps you to stay compliant by automatically managing client preferences.

If one of your clients receives an email that's irrelevant to their work and they wish to unsubscribe, they can do so through the preference area; this information is then automatically written back into the CRM with no manual work required.



Record activities  
directly into  
InterAction,  
in **real-time**



Engagement activities resulting from your marketing are automatically written back into the CRM. This information can then be used by partners or business development professionals with access to Interaction.





# Intelligent Reporting

Vuture connects with InterAction to report on your marketing initiatives, leading to the formulation of personalised nurture programmes that increase the effectiveness of your campaigns and shape those deep, human relationships that clients cherish.

Revolutionise  
your targeting  
and  
relationships by  
monitoring:

- Which campaigns are having an impact
- The clients (and individual employees) they're having an impact on
- The most effective time to communicate with your contacts (and fee earners)
- Who you're contacting too often/rarely
- How your performance compares to industry benchmarks



# GDPR and paper trail



With the GDPR now less than a year away and requiring the potential need to gather explicit consent to perform all marketing activities, recording consent information has never been more important.

Vuture allows you to collect consent and record exactly when your clients gave it.

If this information is requested, you'll be able to provide the specifics with complete confidence.

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# Forms and Events



Vuture's forms directly connect with InterAction, allowing you to automatically pre-fill them and record responses.

This feature is especially useful for events, enabling your events team to send invitations and record data such as RSVPs, food preferences, survey questions or favourite music.

Why not wow your guests by having their favourite band play in the background as they arrive?

# Ongoing feature developments

Our intimate relationship with InterAction means we're constantly developing new, revolutionary ways to enhance our client experience.

Features are released on a quarterly cycle based on the needs and requirements of our users.

If you'd like a specific integration element to be added that would help your marketing endeavours, we can implement it in Vuture.



# Form digital relationships that last a lifetime with Vuture + InterAction.

BOOK A DEMO WITH ONE OF OUR FRIENDLY EXPERTS TODAY TO BEGIN.

**BOOK A DEMO**

— OR —

**ASK A QUESTION**

The Vuture platform is packed full of beneficial solutions that make life easier for marketers just like you. (It was made by marketers, for marketers, after all.)

As a global leader in marketing technology, with offices in London, New York and Sydney, we proudly serve the top 100 consultancy, accounting and legal firms in the world.

Our marketing technology suite is designed to help build synergy and cement fruitful, long-lasting relationships between marketers, fee earners and their clients.



WEB MARKETING



EMAIL MARKETING



EVENT MARKETING



PRINT MARKETING



ALUMNI MARKETING




MARKETING SURVEYS



MARKETING ROI



PERSONALISATION



The Vuture vision is to play a major role in helping organisations build and maintain strong, lasting relationships – both internally and externally.

FOR MORE  
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