

## Email Marketing Features + Benefits

Here is an overview of the email marketing features and benefits you will receive:

AUDIENCE	CAMPAIGNS	RESPONSE
<b>Import, store, manage and grow</b> your permission lists.	Create <b>stylish email campaigns</b> and send them using our sophisticated delivery network.	Get <b>easy access</b> to your email marketing <b>results</b> , in <b>real time</b> .
Create <b>unlimited audience groups</b> for organization and targeting.	Create <b>customized html</b> messages or choose from a library of <b>40 templates</b> .	See totals for emails <b>received, opened, clicked, and forwarded</b> .
<b>Search &amp; segment</b> your audience based on demographic, response data and more.	<b>Personalize</b> your emails with first names and more.	View <b>response details</b> for entire campaigns and for individual recipients.
<b>Customize your database</b> using standard fields or fields you create from scratch.	<b>Send your campaigns at any time</b> , including scheduling a specific date for <b>future delivery</b> .	Have <b>bounces</b> (hard and soft) and <b>opt-out</b> requests handled for you <b>automatically</b> .
Create <b>personalized signup screens</b> and <b>confirmation emails</b> to help grow your list.	Let recipients <b>manage their preferences</b> at any time.	Store your past campaigns and results in your <b>online archive</b> , and easily link to past campaigns from your website..
<b>Import large lists easily</b> and automatically clean them for <b>duplicates</b> and <b>errors</b> .	Include our <b>send-to-a-friend feature with every email</b> .	Create an <b>instant, side-by-side comparison</b> of multiple campaigns and their results.
<b>Easily move</b> members and <b>reorganize</b> audience groups as you go.	<b>Control your own 'from' names</b> and addresses.	Get assistance on <b>delivery-related matters</b> whenever you need it.
<b>Export your audience lists</b> and data at any time.	<b>Rate your campaign</b> for problematic content before you send.	<b>See who signed up</b> via send-to-a-friend and details for who clicked on what and when.

## Email Marketing Overview

### ***Launching Your Email Marketing.***

Email has become a critical piece of many successful communication and marketing plans. It can help retain customers, keep clients informed, streamline communication, increase sales, promote special events, assist with your follow-up and planning, and raise brand visibility while helping you meet your company's bottom-line. Email is faster and more affordable than traditional print mail, and, by some measures, it offers the best return on investment of any marketing medium\*. If time is needed to assist you with writing, designing and/or sending your messages, we are here to help. We will deduct the time you need from your block of time. Or, you can handle this internally.

### ***We know what it takes to work.***

But to work, email has to be done well. Content needs to be clear and compelling. Graphics need to be visually appealing. Campaigns need to be personalized and relevant. Delivery needs to be timely and accurate. And results need to be thoroughly tracked and applied to future mailings.

### ***We offer the solutions you need.***

Here's where we come in. With our help, you'll be able to:

#### **Create and send stylish email campaigns...**

Create stylish email campaigns using our intuitive click-and-build screens, or upload your finished html campaigns. Either way, we'll help you prepare and preview your campaigns, proof them for problematic content, and send quickly and accurately every time. And your past campaigns are stored for easy access and linking later.

#### **Deliver with success every time...**

Our world-class delivery network ensures high delivery rates through our personalized sendoff, ISP relationships, and delivery policies that can be fine-tuned down to the individual mailing if necessary. Our engine handles every aspect of delivery for you, and our industry know-how helps ensure the highest delivery rates possible, every time.

#### **Track your results in real time...**

You'll see who opened your campaign, clicked on every link, forwarded your campaign to friends or signed up to get your future emails. You'll find out who bounced (definitely didn't get your email) and be able to follow up with them. This is just part of our real-time response tracking that lets you know just about everything that happens to your cam-

# 720MEDIA

paign, as it happens. And because we store your results over time, you'll be able to learn from past efforts to make your future emails enjoy even greater success.

## **Utilize industry best practices...**

Whether it's following the rules of permission marketing, handling opt-out requests quickly, interpreting bounces or making sure you're sending a well constructed email every time, our service can help make sure you're on board with the latest industry trends and best practices that will increase your delivery rates and improve your results.

## **Manage your audience lists...**

You can easily organize your recipients into groups, or use our advanced search-and-segment feature to find (and send to) people based on their interests, their geography, their past response and more. Your customizable signup screens let new people sign up from any spot on your website, and your customizable database lets you collect and store as much information as you like.

*\*Source: Direct Marketing Association Response Rate Study*