

# eMarketing with Best-in-Breed Technology

## How do you know you're using the right platform for your email marketing?

There are too many choices to count when it comes to email marketing platforms. The challenge is every vendor you talk to will assure you their platform has the best solution and deliverability to meet your needs. But email marketing needs are different for every company, and one solution does not work for everyone. So, how do you know if you're getting the right platform?

ClickMail works with you to assess your eMarketing initiatives and the type of platform that will address your unique circumstances. Then we leverage our strategic alliances with the leading eMarketing delivery platforms and service providers to find the perfect fit. That means we can offer our clients the right solution, not our only solution.

## Meeting your changing needs

Today's answer may not work for you tomorrow. ClickMail offers the flexibility of changing platforms as your eMarketing goals evolve. That means you're not stuck using something that no longer measures up. Instead you get experts continuously assessing your campaign results, evaluating the marketplace to see what's new and then recommending objective solutions to help you meet, maintain and exceed your eMarketing goals. So, forget worrying about whether or not you have the right solution...we have you covered.

## Proven leaders in eMarketing technology

We're careful about whom we form strategic alliances with...offering only the best-in-breed when it comes to eMarketing technology. That's another benefit to our ongoing marketplace research and evaluation. If there's a new company or better technology out there, and if it makes sense for you, you'll know about it. ClickMail is proud to work with the proven leaders in permission-based delivery engines like:

- **BlueHornet**
- **ExactTarget**
- **Lyris**
- **Premiere Global Services**

and deliverability and content scoring platforms like:

- **Pivotal Veracity**

Selecting your platform is just the beginning. That's why we also offer our expertise in content optimization, deployment support and consulting services to ensure your eMarketing campaign delivers the results you want.

To get the right email platform, take your eMarketing delivery to the next level, and get a greater ROI, call ClickMail Marketing at 866-418-4877.



## "Technologically Superior..."

*"Since making the switch to the ClickMail/BlueHornet platform, we have been able to successfully communicate with a larger portion of our audience through the use of what I feel is a technologically superior email delivery system. Perhaps the number one reason for the success of our company's relationship so far is the hands-on approach of the ClickMail Team. This is one area which was lacking from every other provider we have used in the past and [that] has proven to be a distinguishing mark of the ClickMail Team."*

**Dave Donovan**  
Audience Development Manger  
CMP Healthcare

**To get the right email platform, take your eMarketing delivery to the next level, and get a greater ROI, call ClickMail Marketing at 866-418-4877 or visit us at [www.ClickMailMarketing.com](http://www.ClickMailMarketing.com)**

