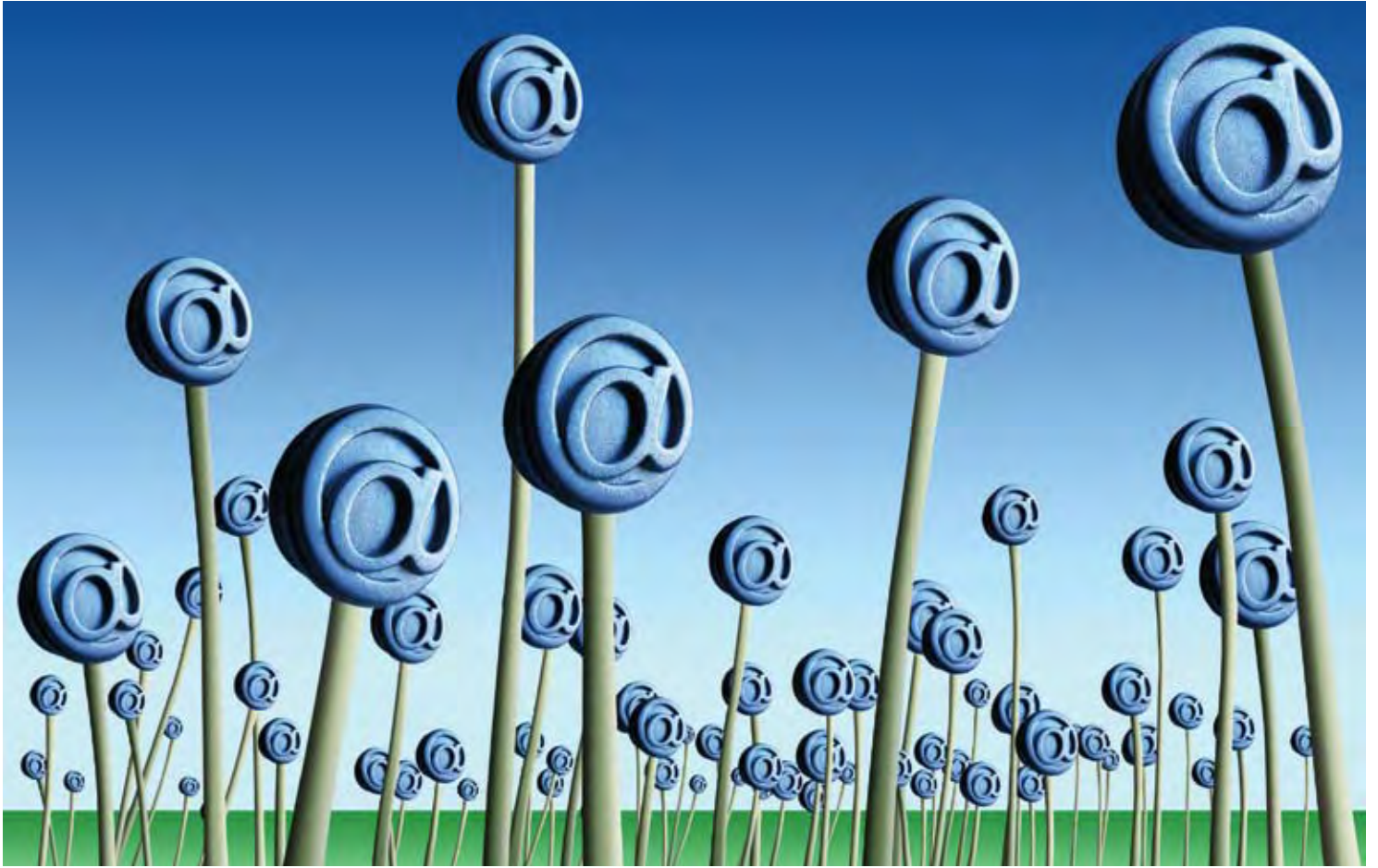


# eMarketing Solutions that Fit Your Needs



## One size does not fit all

Most email marketing companies start with their ONE solution and then try to fit your needs into that solution, based on what their platform provides. What if their one solution doesn't meet your needs? Since ClickMail Marketing works with multiple eMarketing service providers, we start with understanding your situation first and then recommend the best solution for your organization.

*"Email is mission-critical for us, and it is the primary means by which we engage with clients and partners... since outsourcing our email marketing to ClickMail in 2005, our costs (compared to our previous ESP) have gone down by 25%, our opens and click-thru's went up by 30%, and we now entrust ClickMail to format/load/launch the majority of our broadcasts."*

**Jigar Shah**  
Assistant Marketing Director  
DoveBid

## Selecting a platform is the beginning

But that's just where we get started. Emarketing is a moving target with constant advancements in technologies and practices, as well as your changing needs. With ClickMail, you don't have to worry about keeping up with all of that. We do it for you. We can manage your entire campaign or just the portion where you need the most support. Whatever works best for you. And, our ongoing consulting ensures we continue to meet your needs as your emarketing strategies evolve and become more complex. We break down our services into four main areas:

- **Platform Technology: Determining the email platform(s) that provides you the best results**
- **Content Optimization: Review and analysis so more emails get through and get opened, for more conversions**
- **Deployment Support: Getting your emails out efficiently, from spell check to legal compliance**
- **Consulting Services: On-demand expertise in the latest best-practices, technologies and challenges**

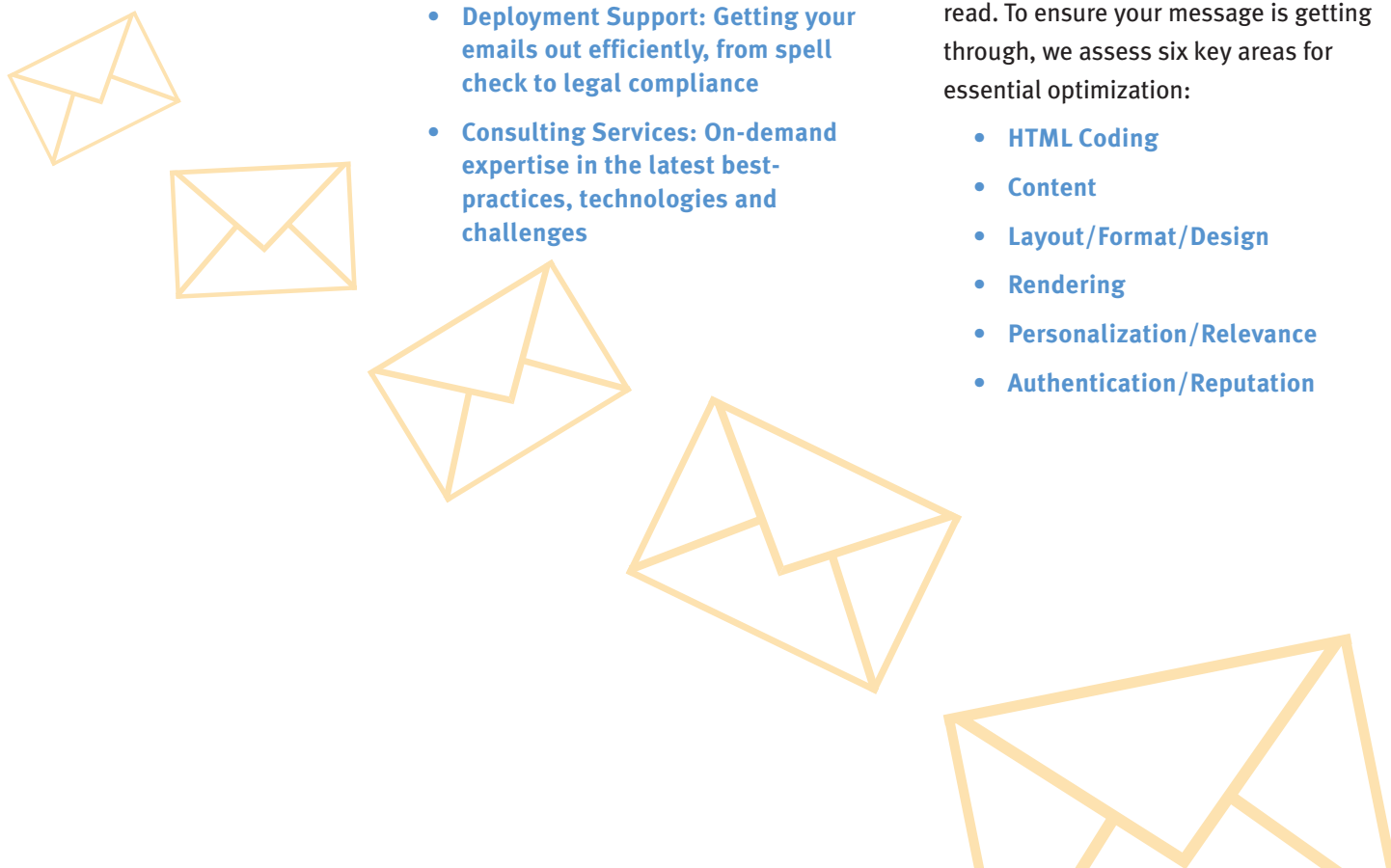
## Platform Technology

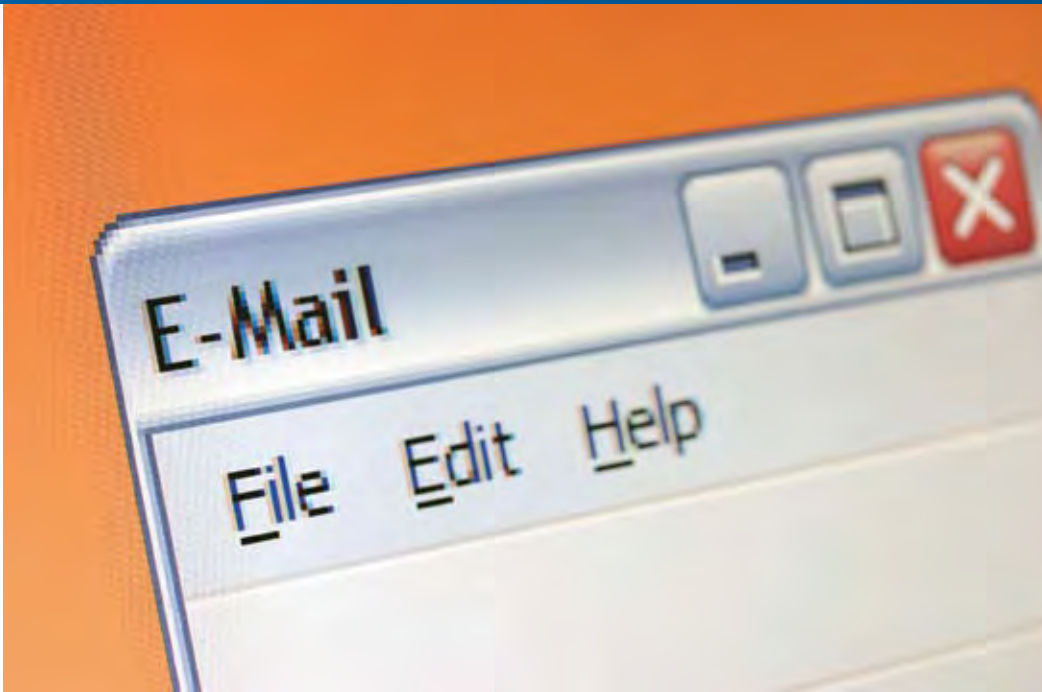
There are too many choices to count when it comes to email marketing platforms. So, how do you know if you're getting the right platform for your current & future needs? ClickMail works with you to assess your situation and the type of deliverability platform(s) that will address your needs, and then we work through our strategic alliances with a variety of the leading emarketing delivery platforms and service providers to find the perfect fit. That means we can offer you the right solution.

## Content Optimization

It's important to have the right message in your email messaging...content that sets you apart from your competition. But just as important is making sure your message is received and read. Did you know 20% to 33% of legitimate emails don't make it in the inbox? ClickMail works with you to get more of your emails into inboxes and read. To ensure your message is getting through, we assess six key areas for essential optimization:

- **HTML Coding**
- **Content**
- **Layout/Format/Design**
- **Rendering**
- **Personalization/Relevance**
- **Authentication/Reputation**





### ...✦ Deployment Support

One size doesn't fit all. That's why ClickMail Marketing offers flexibility with all its services. Take advantage of everything we offer or just have us support a key area. Our bottom line is giving you the resources and tools you need to operate a successful emarketing campaign. Have us manage all or one piece of your emarketing campaign; focus on compliance and delivery; ensure quality through internal QA testing; review your existing design; or enhance your campaign with additional services.

### ...✦ Consulting Services

There's a lot to keeping your emarketing campaign running smoothly...let alone keeping up with trends and changes in this fluid industry. With ClickMail, you'll always have the latest information on best practices, technologies and emarketing trends. That's because we stay on top of what's happening in the market, and we

analyze the latest articles, white papers and reports. And, we're aware of all the current and upcoming events that point to industry changes and will help you execute on them.

### Reinforce your emarketing message

Complementing your email marketing effort with a multi-channel approach can bridge the gap, allowing you to reach more potential customers. That's why ClickMail also offers fax, voice and SMS messaging solutions that can be stand-alone services or reinforce your message through additional channels. Our messaging team can help you determine if one or more of these options will increase your ROI and bring you more business.

***If you're ready to find the right solution for your emarketing needs, call ClickMail Marketing at 866-418-4877.***

*"At World Innovators, we work with clients that have time sensitive offers and if the (e)blast is not done at the right time, the whole promotion fails. The type of service that ClickMail provides enables us to give our clients the best possible service. Customer Service is World Innovators' main objective and it is wonderful when we can find another company that has similar objectives. World Innovators will continue to recommend ClickMail to any of our clients or colleagues"*

**Donna Peterson**  
**Executive Vice President**  
**World Innovators**

*Whether you have a current emarketing campaign or are looking to send out your first email, there are things you need to know and questions you need to ask. Contact us at [sales@clickmailmarketing.com](mailto:sales@clickmailmarketing.com) or call 866.418.4877*

*"Firewood is a full-service boutique marketing services agency... ClickMail Marketing provides us the best email broadcast service and support, and consistently delivers for Firewood's clients, large or small."*

**Bradley Hazelrigg**  
Principal  
Firewood



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