

Why Ezemail?

Ezemail is a highly proactive and flexible email service provider (ESP) whose solutions are designed to suit any size company. We offer you a range of flexible solutions and services. You can run and organise your campaigns completely autonomously with EzeSolution or alternatively entrust us with the complete management of your campaigns.

Drawing upon the expertise that Ezemail has acquired over the years, you will benefit from our teams in-depth knowledge of the best practices of email and SMS marketing.

Ezemail has built a robust, flexible, high-capacity technology infrastructure to service its clients' requirements. It has been specified to support large volumes of records and scale for significant increases in activity.

Ezemail is a partner you can trust and rely upon:

We aim to provide the most advanced online direct marketing solutions in order to avail marketers more time to focus on their marketing strategy whilst releasing them from technological constraints.

Email Marketing is continually proving its effectiveness as a major channel for reaching out to new clients, fostering customer loyalty and generating profitable business. Email Marketing is being added to many small and large companies' marketing mix, due to its tremendous advantages compared to more traditional marketing channels including: reactivity, interactivity, low cost, rapid return on investment and the possibility to engage in personalised communication.

Permission Based:

Ezemail is committed to permission based email marketing.

Email marketing can be a frustrating, even dangerous business if it is used with a combination of little know-how and inappropriate tools. As not only can these campaigns be ineffective, but they can be potentially damaging to your company brand image.

With EzeSolution you will be able to build a personalised relationship of trust with your existing and prospective clients, based on a permission marketing strategy.

Ezemail provides you with an easy to use, yet powerful solution for email and SMS marketing:

With EzeSolution you can manage all of your email campaign needs including:

- Creating your own email campaigns using our easy to use WYSIWYG HTML Editor, EzeEditor.
- Upload your own database easily in 2 easy steps
- Scheduling of campaign delivery
- Segmenting customer groups
- Comprehensive personalisation
- Campaign testing and refinement
- High speed HTML or text email delivery
- Automated management of subscribe & unsubscribe details
- Automated bounce management
- Live tracking reports
- Permission based list building forms
- Data management and hygiene
- Viral Marketing tool

Ezemail

CASE STUDY: THE FINANCIAL STANDARD

Ezemail User Profile: THE FINANCIAL STANDARD

The Financial Standard is a weekly newspaper servicing the Australian superannuation and managed fund industry. It launched in April 2003 and has grown considerably in readership over the past year. The Financial Standard website features daily news updates to compliment the weekly newspaper, which is available by subscription only.

The Challenge: During the initial launch stages it was important to increase the reach and branding of the newspaper by alerting non-subscribers to the latest issue. A weekly email newsletter was needed quickly and at low cost.

The Solution: After considerable research, it was found that the Ezemail solution was the cheapest and most efficient system on the market. The Financial Standard already had in-house skills to develop the html code for the weekly email, and competitor quotes all included costs associated with creating the content.

Because news is time sensitive, the Financial Standard editorial team needed to be able to create and send the newsletter instantly rather than waiting for a time-consuming approval process. Ezemail offered all these options.

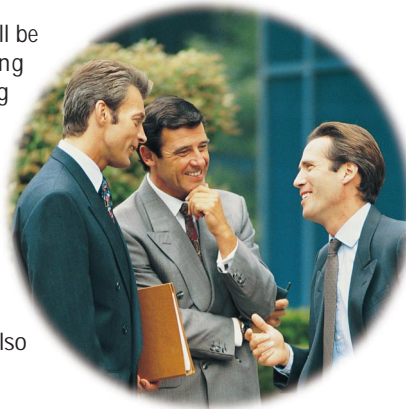
The Benefits: The tracking system has been of major benefit to the Financial Standard, and it now uses Ezemail for all its sales, events and marketing promotions because of the ability to record interest. The newspaper's parent company, Rainmaker Information, is now also using the system to communicate with its users.

The database is split according to industry segment and the editorial team is able to track the response rate for different sectors.

Much research has been done into response rates to individual articles, meaning selection of news for the weekly email newsletter is targeted according to what readers want.

The Future: News tracking will be developed over the coming months with newsletters being developed specific to each sector. The popularity of specific news items is being monitored and will eventually translate into more targeted sections within the printed newspaper.

A daily email news service is also in the pipeline.



Ezemail

Your solution for
all your Permission-Based
e-Marketing.

Simple.

Effective.

Flexible.



resellers@ezemail.com

EZEMAIL'S GROWING LIST OF FEATURES INCLUDE:

Simple subscriber management

Subscriber List Management. Subscribe requests, unsubscribe requests, and bounces handled automatically.

Sophisticated Bounce Handling. Ezemail handles all bounced mail automatically, significantly reducing the time needed to cleanse your mailing list of invalid email addresses.

Customisable Unsubscribe link. Links at the bottom of every message ensure that even the least email-savvy readers can easily unsubscribe. Customise these to reflect your businesses personality.

Send Subscription Confirmation Emails. Make sure your users are confirmed opt-in subscribers to guarantee your mailing list is truly permission based.

No Duplicates. Instant purging of duplicate email addresses.

Fully customisable "Forward to a friend" - Ezemail enables you to reach beyond your subscriber list by encouraging word-of-mouth distribution. You can easily record and track which recipients forward your messages.

Easy to create and schedule messages

Cut, Paste and Publish. Paste your HTML code and/or text in the content box and you've created your message - in HTML, AOL, or text or use our WYSIWYG editor.

Content Previewing. Send a copy of your newsletter or mailing for review or approval before sending it to subscribers.

Personalised "To" Field. Messages are addressed to individual subscriber names, so your communications won't be filtered into bulk mail folders by ISPs.

Past Format Editing. Easily access all previous newsletter issues or mailings to edit or reuse content and layout.

Auto-sensing capabilities - Ezemail allows you to send content to your users in the format that works for them, including text & graphic-rich HTML. Additionally, Ezemail automatically generates messages that auto-sense each recipient's format capabilities (HTML or text) and provides them with the right version of your message

Multiple categories - (defined by you) can be assigned to recipients in the database, to make selection and targeting of recipients very flexible.

Schedule your campaigns, so they are sent out when you need them to be sent.

Testing of your campaign is available through the ability to send your campaign in batches, in order to receive feedback and know which Campaign will be the most successful.

Personalised emails, with recipient name or other details being automatically inserted from the database at run time.

Real-time reporting

Delivery Statistics. Reports the number of messages sent, delivered, bounced, and opened.

Response Analysis. Using the latest technology, Ezemail tracks the number of clickable URLs in a message, click-throughs (per URL and total), click-through rates, unsubscribes, and the effectiveness of your viral marketing efforts.

Subscriber Reports. Displays the number of messages sent to each subscriber on your list over a given period of time, what action took place (sent, bounced, unsubscribed, clicked on a link in the message) and when that action took place.

Powerful audience segmentation

Target by Demographic Data. You can tell Ezemail to target specific recipients based on the information stored about them in the database.

Target by Interest. Or you can store your own unique information about your recipients in Ezemail's "custom fields" and base your targeting on this data.

ASP Solution

The EzeSolution system is ready for use as soon as you open your account. You can access it any Internet browser and it does not require any installation, upgrades or technical expertise. Neith55er does your company need to invest in any expensive infrastructure. It is ideal for colleague collaboration - no matter where the individuals are. Multiple users can be logged into the system simultaneously.

The advantages of using our ASP solution (EzeSolution):

- The entire technology infrastructure is outsourced to Ezemail.
- We take the burden of the technology off your shoulders: there is no installation, no infrastructure to set up, no need to acquire software licenses or hardware. You become operational as soon as you open your account with us.

- Ezemail is constantly being upgraded by our R&D team to meet the market's changing requirements and expectations. Therefore, you benefit from our ongoing improvements and upgrades within our solutions.
- All our infrastructure and development costs are shared among all our clients worldwide. You are therefore able to benefit from the best solution on the market at a very competitive cost, paying as you go only for the services that you use.

Ezemail enables you to focus on communication, marketing and on growing your sales, while we take care of the technology.

Training

As soon as you open your account with us, you will have access to the entire Ezemail system, and to help you get up-and-running fast, our online help facility is available at all times in order to assist you in using Ezemail.

You will benefit from the wealth of know-how acquired by Ezemail's employees in terms of email marketing, such as: best practice advice, tactics, tips and tricks, legal issues, questions about the application, etc.

We have a training programme that is specifically designed to enable new users of Ezemail to be able to handle campaigns autonomously.

We can also provide training courses specifically for experienced users who want to save time in producing their campaigns and make the best possible use of our solution to increase their campaign response rates.

Technical Support

Our local technical support team is available every weekday from 9am to 5pm.

Getting started is easy

Opening an EzeSolution account is quick and easy. You will be provided with a secure password that will enable you to access Ezemail's Campaign Management Centre and your account.

There is no need to purchase any expensive hardware or install any complicated software.

When you choose Ezemail as your technology partner, you are capitalising on a team that has invested all its skills and experience in developing a unique solution for email marketing and SMS messaging.

For further information, or to sign up please go to www.ezemail.com.

