



Target - Engage - Analyze

## **TRANSMIT, by 365 Interactive, Inc.**

*- The powerful, all-in-one e-mail marketing tool that's incredibly easy to use.*

From building a list and creating personalized newsletters, to measuring campaign results and sending automated follow up e-mails - with TRANSMIT you can manage it all using only your web browser! Best of all, TRANSMIT can easily be integrated into your own existing Web site in just minutes!

### **How can you benefit from using TRANSMIT as your mailing list manager?**

- Boost sales and profits by sending special offer to customers
- Improve customer service with personalized communication
- Create customer loyalty and trust while lowering marketing costs

### **Why use TRANSMIT?**

· **Personalize your customer relations** - Studies have shown that people respond better to e-mails that actually address them via their first name. TRANSMIT allows you to capture your subscribers first name, last name, age, salary -- even their shoe size -- when they sign up to your mailing list. You can then use these fields in your e-mail to deliver personalized content.

· **Improve sales and increase revenue** - Selling a product or service from your Web site? Why not use TRANSMIT to send a series of follow-up autoresponders to your potential customers after they sign up for your newsletter? You could send them a free whitepaper, more information on your products, or even a "subscriber-only" discount. Your imagination and creativity really are the only limits!

· **Build trust in your subscribers** - One of the most important steps in the buying process is to establish trust with your visitors. By starting your own weekly or monthly newsletter, you're establishing your Web site as a credible source of information, which helps your visitors build up their trust in you.

### **Enterprise level features, small business price**

· **The "All-In-One" Solution** - TRANSMIT includes everything that you need to run your e-mail marketing campaigns - a list builder, subscription forms, autoresponders, newsletter editor, tracking, reports and more!

· **Create e-mails in text, HTML or "multi-part" (text and HTML) formats** - TRANSMIT will make sure that your subscribers e-mail client automatically shows the format that is best suited for their PC -- automatically!

· **On-queue autoresponders** - Create a series of unlimited text/HTML autoresponders and have TRANSMIT send them to your new subscribers automatically.

· **Powerful follow-up marketing** - Build a series of autoresponder e-mails that are automatically sent to your subscribers at specific intervals



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that you can choose. For example, you can send your first e-mail 1 hour after they subscribe, your second after 3 hours, etc...

- **Advanced tracking and reporting** - TRANSMIT automatically tracks and reports how many subscribers open your e-mails, which links they click on, etc. Then, from the TRANSMIT control panel you have complete access to this tracking data in easy-to-view reports.

- **One-to-one personalization** - Create an unlimited amount of "custom fields" that your subscribers can fill out, such as first name, sex, salary, etc. You can then use these to personalize your e-mails, which has been proven to increase reader response rates by as much as 600%!

- **Powerful targeted sending** - Use TRANSMIT's built-in targeting to send e-mails only to subscribers who match certain criteria -- for example, only send an e-mail to females over the age of 21 from California.

- **1-click bounce handling** - Eradicate erroneous subscriber e-mails using TRANSMIT's 1-click bounce handling system. Simply send your newsletter, tell TRANSMIT how you want to handle the bounced e-mails, and TRANSMIT takes care of the rest!

- **Dynamic unsubscribe links** - With one click you can easily insert a link to unsubscribe at the bottom of your e-mails. In some countries, this is required by law. TRANSMIT automatically personalizes the unsubscribe link for each subscriber that receives your e-mail!

- **Easy to use HTML editor** - Create your HTML newsletters using the integrated WYSIWYG (What you see is what you get) HTML editor and create rich text, links, lists, etc directly through your web browser.

- **Runs on auto-pilot** - Let your visitors subscribe and unsubscribe from your lists automatically. Everything is processed in real-time, so you will never have to waste time manually adding or deleting subscribers from your mailing lists ever again.

- **Completely web-based** - No software to download or install on your PC. Everything runs directly from your web browser, meaning that you have 24/7 access to TRANSMIT from any computer with a browser and an Internet connection!

- **Easy to use** - Developed with the end user in mind, TRANSMIT is simple to use and you can get started building your mailing list, or sending e-mails in minutes.