

*Savvy marketers are increasing their use of email marketing because of the medium's **high return on investment**, low cost per contact, measurability, precise targeting, and its effectiveness in developing strong one-to-one relationships with customers.*

#### **Introducing POWERi Mail**

POWERi Mail our permission-based email marketing platform. Give us the opportunity to demonstrate its capabilities and you will be convinced that POWERi Mail is the most robust and advanced email marketing platform available today. Because of its open architecture design, POWERi Mail can be easily integrated with any and all CRM applications. And because it is based on an ASP model, you can begin taking advantage of its many features immediately with no significant investment required.



**Email is faster, more cost effective, and more information-rich than traditional direct marketing methods.** Studies show that 80 percent of email responses are received in the first 48 hours, which allows companies to measure results on an almost instantaneous basis. These benefits can be achieved through a medium that costs between 3¢ and 10¢ per email, significantly less than regular mail (75¢ to \$2) or telemarketing (\$1 to \$3).

#### **Rich email ready**

Through the effective use of dynamic images, animation and sound, rich media emails have been proven to generate significantly higher response rates than any other form of direct marketing. POWERi has been a pioneer in the development and effective distribution of rich emails.

#### **Permission-based marketing**

POWERi is a strong supporter of the principles of permission-based email marketing. Our email data collection tools will ensure that you remain in compliance with widely accepted rules of permission-based marketing.

#### **Global branding & local messaging**

ChannelConnect is our newest POWERi Mail module. It allows corporate marketers to create, lock, and publish email templates that field offices and independent agents can populate with their own local content and distribute to their local customers.

#### **Viral marketing**

Capture customer email addresses directly from your web site! Through our easy-to-use interface, your online visitors will be able to subscribe to your email promotions and their data will instantly drop into your POWERi Mail database. And once they receive an email, our forward-to-a-friend option will encourage them to forward emails to their friends and colleagues along with their own personal comment.

#### **One-to-one marketing**

Our POWERi Mail application will allow you to add demographic and interest data for each subscriber. With this data, you can easily segment your list and personalize your emails. And with our dynamic content capability, you can easily send unique content (copy and images) to each individual subscriber on your list. Deliver the right message to the right customer. That's one-to-one marketing.

#### **Real time tracking**

POWERi Mail makes tracking your email campaigns a snap. View results online immediately after sending your email! Online reporting includes emails sent, undeliverables, unsubscribes, email opens and click-throughs for each individual link. With POWERi Mail, you can download customer lists by action taken (open, click, etc.) as well as export results to other software for additional analysis.

[CLICK HERE TO VIEW ALL](#)



#### **Data integration**

POWERi Mail integrates seamlessly with other business applications, including Sales Force Automation (SFA) tools, Customer Relationship Management (CRM) packages, e-commerce systems, and other data sources. We make this possible through our open Application Program Interface (API).