

Succeed in Email Marketing by Leveraging Net Atlantic's Knowledge and Expertise

- 1. A Trusted Partner:** Email marketing has quickly evolved to be mission-critical for companies and organizations of all kinds. It only makes sense to work with a company that is committed to helping you succeed over the long term. We help you achieve your marketing goals by being a trusted mailing partner that you can rely on. We've worked hard to develop enterprise-level corporate competencies that cover systems and procedures, privacy and confidentiality, delivery and dependability, and security and safety. We are ready to be your partner to help you achieve your professional goals.
- 2. Unparalleled Delivery of Email:** You immediately benefit from our years of experience in building a world-class email marketing enterprise. We have developed the relationships, capacity, technology and knowledge to send your email for maximum delivery. Our hosted services, featuring a SaaS application under twelve years of continuous development, currently at version 10.x, has recently achieved a technical breakthrough we call Mail Stream Optimization. Simply put, it features a very high level of email delivery intelligence. Additional market-leading delivery capabilities include advanced message speed throttling on a per destination basis, IP failover, automatic ISP connection setting updates, highly intelligent message and bounce handling, complaint loop processing, and up to 12 retries of your messages. With Net Atlantic, your email gets delivered.
- 3. Industry-Leading Solution:** Net Atlantic operates the largest deployment of the world's most popular email marketing software. Nobody sends more email than we do using the most trusted and tested email marketing software solution available today. For more than a decade we've been helping people like you around the world communicate their message to their subscribers by email.
- 4. Robust Feature Set:** Our feature set provides you with one of the most comprehensive and advanced feature sets available anywhere from anyone, at any price. Here's just a sampling of our leading technologies developed to benefit you: geo targeting, behavior response targeting, purchase tracking, integrated social networking, transactional messaging, advanced segmentation, multivariate and A/B/n split testing, video in email, integrated email autoresponders, surveys, customized reporting, multiple administrative access layers, deliverability dashboard, engagement index, mailing wizards, easy start guides, open API (application programming interface), ODBC (open database connectivity), DKIM (DomainKeys Identified Mail), SPF (Sender Protection Framework), and more.
- 5. Mobile Access:** Net Atlantic offers the convenience of mobile technology to access your services. This functionality allows you to add members to your subscriber list(s) with your mobile device while on-site or at an event. You can also monitor delivery and success rates of your email marketing campaigns with your mobile device. We continue to research, develop, and deploy valuable mobile features in order to best address your mailing needs.

- 6. Truly Personal Service:** Our Help Desk Institute (HDI) certified support team can assist you with your requirements and help you resolve issues quickly and expertly. You are free to ask for the same support representative and their telephone extension when you call, email or chat. We provide support the way we like to receive it ourselves, by experienced technicians who can help you quickly and capably, and who look forward to serving you. Our 100% U.S. staffed support techs are the best in the business, and we're happy to take your telephone calls and support requests.
- 7. High-Volume Email Sending:** At speeds of 500,000 messages per hour for each server, we can get your email delivered quickly. Depending on your business needs, timeliness, and urgency of your email, we can provide you with virtually unlimited sending capability to execute your most critical email marketing campaigns. Our vast array of high-volume mail servers can deliver in remarkable fashion, all to help you get your message out.
- 8. Complete Flexibility and Adaptability:** If you are inclined to integrate our robust mailing and back-end functionality with your own customized web site front end, our Open API (application programming interface) makes this possible. Similarly, make use of ODBC (open database connectivity) to synchronize the most up-to-date version of your database with our system to launch your marketing campaigns. Synchronize automatically daily, weekly, monthly, or just before a new mailing for best response, it's your choice.
- 9. Customization and Personalization:** As an enterprise-level solution, Net Atlantic is fully able to customize and personalize our solution, interface, and branding to help you with a seamless integration and deployment. We feature complete fully-branded white-label options to help you promote your corporate brand and messaging. We can customize our interface to work with your existing structure and systems with a minimum of effort. Our team of highly-skilled programmers and integrators can save you time by developing a professional ready-to-go customized solution to meet your mailing needs.
- 10. Fifteen Years of Service:** Founded in 1995, we are a company that is singularly-focused on providing leading Internet communications in order to bring about our client's success. We accept the responsibility of ensuring that new email, messaging and communications technologies, strategies and methods are provided to you to help you reach and exceed your online goals. We commit to this not just for today, but for many years into the future.

Succeed in Email Marketing by Leveraging Net Atlantic's Knowledge and Expertise.

For more information, visit www.netatlantic.com, call (877) 263-8285, or email sales@netatlantic.com.