

## Grow Your Business with Partner Email Marketing Services

### 1. *We offer four Partner Programs customized for you:*

- **Reseller Edition** – Resellers benefit from our solution that’s fully-branded and white-labeled to your company. Includes training, promotional materials, webinars, dedicated support, and volume pricing discounts. Also features a Master Account which allows you to add and remove lists, services, and administrators whenever you like, 24/7.
- **Agency Edition** – Advertising agencies and interactive marketers make use of the full suite of features, tools and options available to them to manage campaigns quickly and effectively. A/B/n split testing, targeted and sequential mailing, behavioral segmenting and more generate the best response for agency clients. Multiple access and permission levels allow various employees and clients to create, review, approve, and track email marketing campaigns.
- **Affiliate Network** – Affiliates earn money by introducing Net Atlantic’s email marketing solution to their customers, web site visitors, or users of their internet properties. Affiliates receive a commission for each new lead or customer sent to Net Atlantic.
- **Technology Partners** – Our partners benefit from reciprocal and mutually beneficial relationships. The growing list of companies we’ve allied with bring you a more robust and versatile suite of services. Ask about being a Net Atlantic technology partner.

2. **Your Business, Your Brand:** All Net Atlantic partner programs feature complete branding, allowing you to promote your business and brand, not ours. Your brand shows up in your client’s web control panel, email newsletter footers, signup confirmation pages, subscription profile pages, and other areas which reinforce you as the provider. We make you look good, with a professional solution that helps you grow your business.

3. **Increase Profits:** With a dedicated team of professionals accountable for the security, maintenance, management and backup of your master account and email lists, you and your management team are free to concentrate on business activities that directly drive your company profits. Outsource the management of your server, delivery, critical ISP whitelist relationships, feedback loops, and backend functions to Net Atlantic, so you can build your business and profit from what you do best.

4. **Multiple Permissions Layers:** Net Atlantic’s industry-leading hosted service includes multiple layers of permissions built-in. This allows different key people in your organization to separately create, review, approve, track, and report on email marketing campaigns. You can also give access to clients or others to approve messages before they are sent, view delivery reports, measure subscriber engagement, and more.

5. **In-Depth Reporting:** At Net Atlantic, you can track results of your email marketing campaigns with detailed analytics including delivery, click-throughs, click-stream, queue analysis, open rates, bounces, and unsubscribes, all in real time. We can provide you with feeds that integrate easily with CRM systems, databases and other back-end applications with ODBC and Open API. We offer pre-built and customizable reports, interactive charts and graphs, results and trends dashboard, forward tracking, engagement statistics, and individual member reports.

- 6. Superior Delivery:** 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. Our latest upgrade includes Mail Stream Optimization, a very high level of email delivery intelligence. Additionally, we fully support “DomainKeys Identified Mail (DKIM)” which communicates through cryptographic authentication and provides a method for validating that the emails originating from your company’s domain name are from a trusted source. With Net Atlantic, your email gets delivered.
- 7. A Proven Enterprise:** You immediately benefit from Net Atlantic’s 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, is now currently at version 10.x, and features a very rich complement of features and functions.
- 8. Superior Technology and Integration:** Net Atlantic helps you effectively reach the specific customers you are targeting. Customizable demographic fields in our proprietary software allow you to better segment your email campaigns so that you can zero in with laser-like precision on your most profitable, highest quality customers. Open API, ODBC, customized integration, and multiple management layers all help you manage your email marketing. In addition, 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. Let us do the work.
- 9. Market Expertise:** Using the world’s most popular email marketing software, Net Atlantic is the proven leader and largest partner worldwide deploying this solution. We enable you to send high-volume email campaigns with our array of dedicated email servers. We give you the power to create email campaigns that reach millions of addresses at the rate of 500,000 messages per hour (each server). Our network uptime is 99.99%+ with the only down time being for scheduled maintenance to keep our servers state-of-the-art.
- 10. A Partner That Supports Your Business Success:** A 15-year Internet company, Net Atlantic is ready to partner with you and address your needs as you succeed and grow. We fully support your efforts, and continue to develop software, services, capabilities, and effective strategies to help you stand out and achieve your email marketing goals. We commit to this not just for today, but for many years into the future.

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For more information, visit [www.netatlantic.com](http://www.netatlantic.com), call (877) 263-8285, or email [sales@netatlantic.com](mailto:sales@netatlantic.com).