

StrongMail® Message Studio

A turnkey email marketing solution for maximum control



Creating and Launching a Mailing is as Easy as 1-2-3

1 Select a Message Template

2 Select a List

3 Launch

StrongMail Message Studio is a comprehensive, fully integrated email marketing solution that blends state-of-the-art sophistication and social media integration with superior ease of use. With Message Studio, marketers can take control of their email programs and maximize results through improved delivery, personalization, reach and management.

An enterprise campaign management application, Message Studio comes complete with StrongMail's industry-leading delivery and integration system for unprecedented performance, reliability, deliverability and effortless connections with internal systems. Extremely flexible, Message Studio allows you to leverage existing data assets to dynamically build and deliver highly personalized and relevant content for better response rates and bottom-line results.

Message Studio's integrated social media tools allow you to easily extend the reach of your email programs with integrated social sharing and viral marketing capabilities.

StrongMail empowers marketers with the tools and flexibility they need to run successful campaigns.

- > **Complete control, flexibility.** Send as much email as you want at your license level, as often as you want, without arbitrary lead times.
- > **Increase relevancy.** Easily create highly relevant messages that pull real-time customer data directly from internal systems and applications – eliminating latency and integrity issues related to synchronization.
- > **Full visibility.** Quickly drill down into every aspect of campaign performance in real time. If an email isn't delivered, we'll show you why and how to fix it.
- > **Expand reach with social media.** Improve campaign performance by allowing your customers to extend the reach of your messages via embedded social sharing and viral marketing functionality.
- > **Maximize deliverability.** Improve deliverability with sophisticated sending technology, smart bounce management, authentication protocols and total control of your sending reputation and IP addresses.
- > **Cost effective.** Enjoy a low total cost of ownership with no CPM charges or hidden fees.
- > **Maintain data security.** Your sensitive customer data never has to leave your internal network, which gives you ultimate control over its security.

Services Provided by



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Message Studio Key Features and Benefits

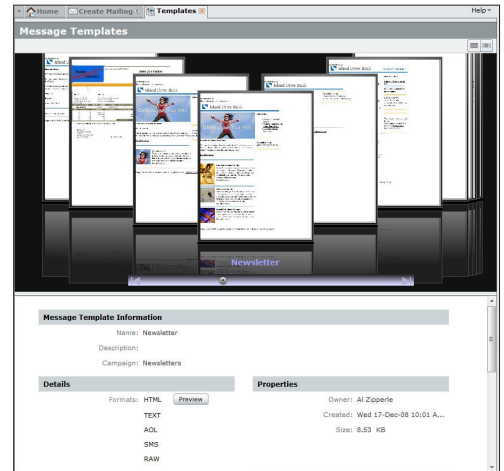
With StrongMail Message Studio's marketer-friendly interface and abundance of advanced features, it's never been easier to create, deliver, track and optimize highly personalized campaigns that drive results and customer satisfaction.



Sophisticated Campaign Management and Workflow Collaboration

The quickest and easiest way to create and send your email marketing messages

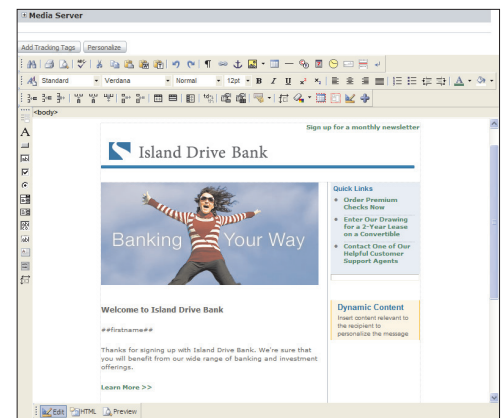
- > Easily access and use advanced features via an intuitive Web 2.0 interface.
- > Find templates quickly and easily with a dynamic visual browser.
- > Plan your mailing schedule effortlessly with an interactive calendar view.
- > Manage your mailing assets with dynamic Smart Lists and global search functionality.
- > Create one-time, recurring, and scheduled campaigns from one centralized system.
- > Collaborate across multiple organizations, divisions and business units using role-based permissions.
- > Set approval requirements at key points during the message creation and execution process.
- > Work in several areas at once while preserving your original workflow with tabbed navigation.



Effortless Content Creation and Management

Easily create and edit personalized messages without HTML expertise

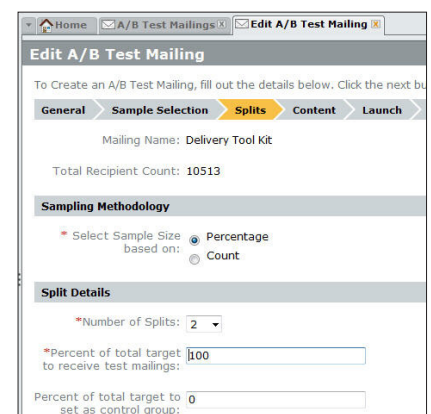
- > WYSIWYG HTML editor offers a vast selection of easy-to-use functions for creating and editing content.
- > Point-and-click personalization of "From" names, addresses, subject lines and content based on list, demographic or other data.
- > Quickly and easily import templates and images from any graphical design application. HTML Optimizer automatically corrects malformed HTML.
- > Add a range of tracking tags for capturing and reporting open, click, share and unsubscribe data.
- > Easily insert social sharing and viral marketing capabilities and into your email campaigns and track sharing and conversion activity in real time.
- > Host images on pre-defined media servers without having to manually update HTML source code with their absolute path.
- > Dynamically preview test messages on-screen, leveraging actual recipient data to drive personalized message for more accurate proofing.
- > Easily create rules-based dynamic content based on simple conditional "if-then-else" logic. No programming or scripting knowledge required.



Test and Optimize

Continuously test and improve your email marketing success

- > Optimize campaigns in real-time with advanced multi-variate testing.
- > Test any email component, including content, template design, subject line, message format, launch time and "From" name/address.
- > Randomly generate up to 20 different A/B splits per test mailing based on percentage or exact count of recipient list.
- > View the results of split tests based on your success criteria and easily send the winning email to the remaining recipients.
- > Create and use control groups to perform advanced analysis of campaign effectiveness.

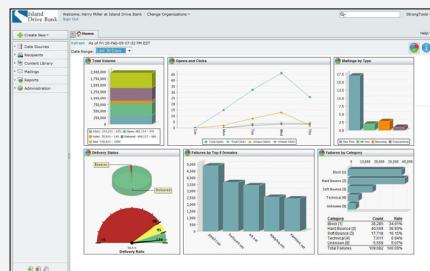




Real-time Visibility and Reporting

Measure your email success with relevant and actionable reports

- > Easy-to-understand reports highlight all key campaign results, such as targeted, sent, failed, opens, clicks, shares, conversions unsubscribes and complaints.
- > Quickly assess template effectiveness with an HTML Overlay Report that provides click-tracking details overlaid on the template.
- > Drill down on summary data for clicks by link and failure types.
- > Custom report capabilities ensure that important questions are easily answered across your organization.
- > Compare different campaign and mailing results across a variety of date ranges.
- > Easily print presentation-quality reports, share via email and output to PDF or Excel formats.



Advanced Data Segmentation and Targeting

Send the right message, to the right person, at the right time

- > Easily build, manage and define sophisticated targets based on almost any data for mailings without any SQL programming knowledge.
- > Point-and-click wizard allows you to easily create a target group or subset of your total recipient list using any number of parameters and demographic data.
- > Advanced option supports direct SQL statements, including Joins, Aliases, etc., to create powerful targets that pull data from CRM and other data sources.
- > Run counts and preview targets for quick verification of target recipients or easily export recipient data as a Microsoft Excel file.
- > Create and maintain a standard library of suppression and seed lists that can be assigned to campaigns.

The screenshot shows a 'Suppression Lists' management interface. At the top, there are buttons for 'Create', 'Edit', 'Delete', 'Copy', 'Add', and 'Remove'. Below this is a table with columns for Name, Total Records, Campaign, and Last Modified. The table contains several entries:

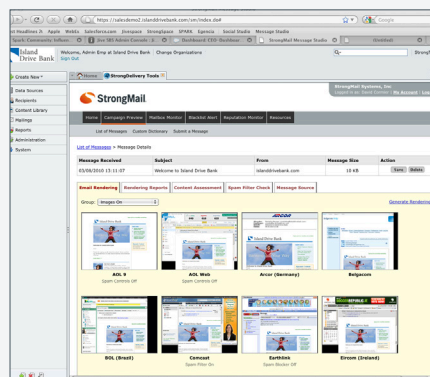
Name	Total Records	Campaign	Last Modified
PCC Mobile Domains	1	Insider	25-Feb-
Do No Email	1	Marketing	25-Feb-
Spam Traps	1	Marketing	25-Feb-
Competitors	1	Newsletters	25-Feb-
Global Suppression	1	Alerts	25-Feb-



Superior Deliverability Technology and Services

Maximize inbox delivery with proven technology and proactive services

- > Get your messages to the inbox with reliable, high-performance delivery technology optimized for today's sending environment.
- > Ensure compliance with ever-changing ISP and corporate anti-spam delivery parameters with automatic Live Updates.
- > Easily take advantage of integrated authentication standards, domain throttling and optional certification services.
- > Keep your lists clean with automated bounce management and unsubscribe functionality.
- > Leverage proactive deliverability and ISP remediation services to address potential problems.
- > Build a solid sender reputation and effectively ramp up IP addresses with an extensive Production Mailing Program.
- > Access powerful tools, including campaign preview and mailbox monitoring, to optimize your email programs for maximum deliverability.



Data Integration and Control

Real-time connectivity to all of your data assets

- > Connect directly to common databases, including Oracle, Microsoft SQL Server, MySQL and Postgres, to avoid duplication and synchronization issues.
- > Easily import recipient data into Message Studio for immediate access to customer data for targeting, personalization and sending messages.
- > De-duplication, data hygiene and security capabilities keep your information current, accurate and safe.
- > Create custom demographic fields with additional data that can be used for targeting and personalization.
- > Manually add or delete records to/from any database.
- > Smart bounce management helps ensure that your lists are clean and updated by eliminating bad address, processing unsubscribes and complaints, and reporting on undelivered messages.

The screenshot shows a 'Connection Details' form for configuring a database connection. The fields are as follows:

- Database Type:** Oracle (selected from a dropdown menu)
- Host Name:** Select a Database Type-MS SQL Server (dropdown menu)
- DSN:** oracle (text input)
- Username:** root (text input)
- Password:** (empty text input)
- Port:** 1521 (text input)

A 'Test Connection' button is located at the bottom of the form.



About StrongMail Systems, Inc.

StrongMail's online marketing solutions for email and social media enable businesses to reach, engage and influence their target audience using the most powerful channels available to marketers today.

StrongMail gives email marketers the control and support they need to improve campaign performance, boost deliverability and lower costs, while also leveraging the power of social media to extend the reach of their campaigns and brand to new audiences. Combining an easy-to-use email marketing application, high-performance delivery system, viral-marketing tool, social media integration, and a wide range of deliverability, strategic and supporting services, StrongMail makes it possible for companies with all levels of resources and expertise to take advantage of its proven solutions.



About Net Atlantic, Inc.

Established in 1995, Net Atlantic was one of the first email service providers and Web site hosting companies. Net Atlantic's goal is to help businesses and non-profit organizations succeed online with effective email marketing services and Internet tools.

To learn more about Net Atlantic, please visit www.netatlantic.com.

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Social Media Integration

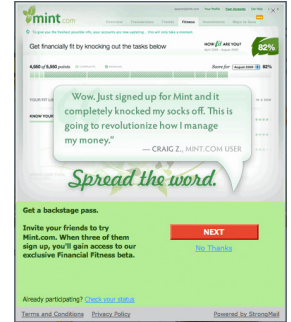
Message Studio also incorporates all the social sharing and viral marketing features available with StrongMail Social Studio. StrongMail Social Notes and StrongMail Influencer are integrated within the Message Studio interface, enabling you to easily leverage the power of social media to extend the reach of your email marketing programs and track the performance from the initial sharing activity all the way to the specified conversion.

Influencer and Social Notes allow you to monetize your social media marketing efforts by improving campaign performance, acquiring new customers and identifying your biggest influencers for future remarketing.

StrongMail® Influencer™

StrongMail Influencer is a viral marketing platform that enables marketers to extend the reach of their existing email and online marketing campaigns into Facebook, Twitter, MySpace, blogs and other social channels. Unlike social sharing solutions, StrongMail Influencer creates an interactive experience that motivates consumers to share offers and information with their networks. Not only does it make sharing easy, it facilitates on-going sharing activity with regular updates on the results of their activity and progress towards offer goals.

In short, Influencer enables marketers to acquire new customers with viral marketing campaigns that motivate their biggest brand advocates to spread the word about their brand or offer. A comprehensive solution, Influencer also offers detailed reporting on sharing behavior and conversions that empower marketers to build loyalty segments for future re-marketing efforts.



Key Benefits

- > Expand your reach via popular social networks and email.
- > Motivate consumers to share via interactive, easy-to-use interface.
- > Easily boost the performance of an existing referral campaign.
- > Identify your biggest brand advocates for remarketing purposes.
- > Inspire and reward your list members for promoting your brand.
- > Tap your best customers' connections to build your list with like-minded consumers.

StrongMail® Social Notes®

StrongMail Social Notes is an innovative social-sharing tool that makes it easy for people to share any email or web-related content and get instant feedback from their friends – all without leaving your branded experience. With Social Notes, you can instantly add social networking features to your email campaign or website, while keeping the conversation within the context of your brand, products or content.

Because the sharing happens within the tool, Social Notes tracks actual sharing activity. Other solutions take users to the selected social network site to complete the share, which eliminates the ability to report on whether they actually followed through. Conversely, Social Notes provides marketers with real-time insight into what content is shared most often, which social networks or channels are most popular, and the top usage activity such as views, clicks and conversion rates.



Key Benefits

- > View key performance metrics (opens/views, clicks and conversions) in real time.
- > Maintain control of the user experience with a self-contained sharing tool.
- > Identify your most popular content and sharing channels.
- > Launch with no programming in minutes.
- > Extend your reach via the most popular social networks, Twitter, blogs and email.

