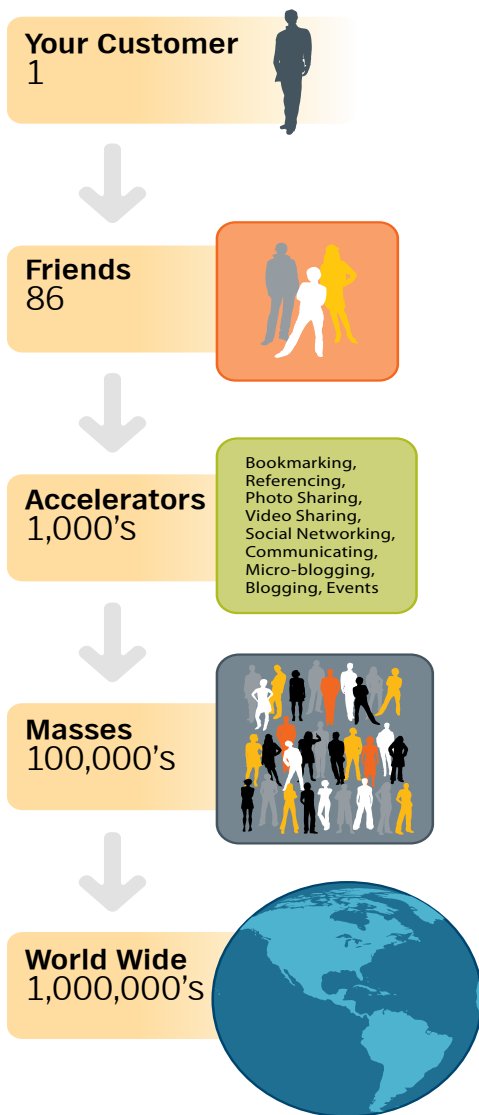


StrongMail® Social Studio™

Take a measurable approach to social media marketing



New Distribution Model



StrongMail® Social Studio™ is a comprehensive social media marketing platform for the professional marketer that features a referral marketing platform, social sharing tool and campaign management application – all in one solution. Social Studio enables marketers to identify and engage their brand influencers in social media with detailed performance metrics to help them understand the impact of social media on their businesses' bottom line.

Effective social media marketing relies on gaining access to metrics; however, most solutions today focus on awareness metrics that have their roots in advertising (e.g. number of impressions and increased reach). StrongMail has taken a different approach by enabling every product in the Social Studio suite to track conversions in addition to reach and awareness metrics. This enables marketers to understand the true impact that each social media campaign contributes to key business objectives, such as driving revenue, subscriptions or downloads.

Social Studio Components

StrongMail Social Studio consists of the following solutions that have driven measurable results for organizations across a variety of vertical industries.

- **StrongMail Influencer™** – Acquire new customers by launching viral marketing campaigns that leverage your biggest brand advocates to spread the word about your brand or offer. Get detailed reports on sharing behavior and conversions, and build loyalty segments for future re-marketing efforts.
- **Social Direct™** – Social Direct is an engagement, campaign management and analytics solution for launching targeted, direct-response campaigns into Twitter and Facebook and tracking performance all the way to the conversion.
- **Social Notes®** – Enable website visitors and email subscribers to share branded content across the top social networks, blogs and email. View the most popular content and social sharing channels alongside usage activity such as views, clicks and conversion rates.

Services Provided by



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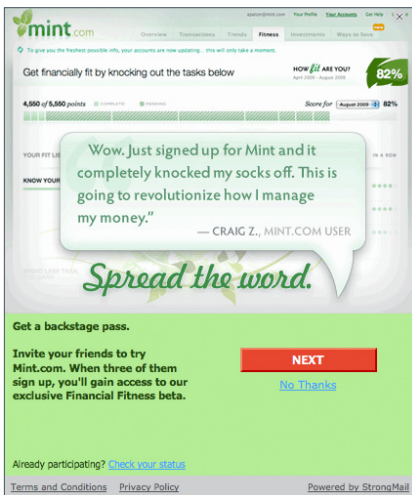
StrongMail® Influencer™

StrongMail Influencer is a referral marketing platform that enables marketers to acquire new customers by leveraging your biggest social asset: your brand influencers. When leveraged in conjunction with Social StrongStart, marketers can use Influencer to identify key brand advocates within their database and build a powerful new segment for loyalty programs and future remarketing efforts.

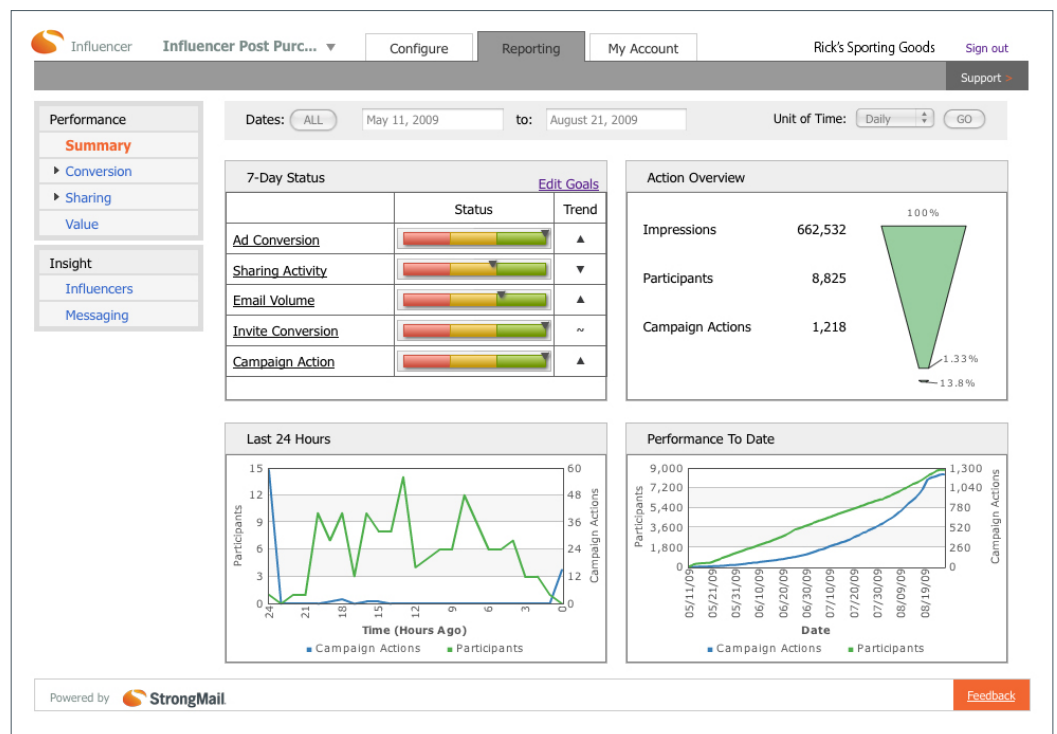
StrongMail Influencer facilitates viral marketing activity through a rich, interactive user experience. Users can recommend your brand via email, blogs, Twitter, Facebook and other popular social networks with the click of a button. Not only does Influencer make spreading the word easy, it updates each referrer on the results of their sharing activity and progress towards a particular incentive. Because Influencer tracks multi-stage sharing behavior, marketers can accurately assess the true viral reach of their programs.

Key Benefits

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



Influencer motivates recipients to share via an interactive environment



Easily track and optimize conversion activity

StrongMail® Social Direct™

StrongMail Social Direct is an engagement, campaign management and analytics solution that enables marketers to monetize their investment in the channel by making their campaigns targeted, trackable and measurable.

Using Social Direct, marketers can launch marketing campaigns across multiple social networks (e.g. Facebook, Twitter) and track the results all the way to conversion. This unique ability to track conversion metrics gives marketers the ability to expand their use of social media marketing beyond branding and customer retention to leverage its potential for driving customer acquisition and revenue.

Key Benefits

- Manage and launch multiple campaigns at once and track performance from one interface
- Create groups made up of multiple profiles for easy posting of relevant messages and performance tracking
- Schedule the launch of individual posts to ensure proper delivery of time-sensitive, sequential or other critical messages
- Track campaigns through to the conversion to properly gauge business impact

See all posts in a Calendar View with easy access to summary metrics

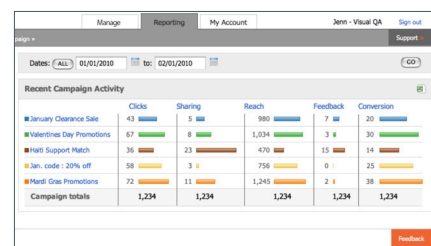
StrongMail® Social Notes®

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, the visitor never has to leave your website. Other sharing tools take users to the selected social network site to complete the share, after which point you have lost that visitor. Additionally, 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



	Clicks	Sharing	Search	Feedback	Conversion
January Clearance Sale	43	5	980	7	20
Valentines Day Promotions	67	8	1,034	3	30
Hall Support Match	36	23	470	15	14
Jan. code : 20% off	58	3	756	0	25
Hall's Groc Promotions	72	11	1,245	2	38
Campaign totals	1,234	1,234	1,234	1,234	1,234

Quickly view key performance metrics for all running campaigns



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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 Studio and Email Marketing

Social Studio can also be used to add viral and social functionality to any email campaign, regardless of email solution provider. StrongMail Message Studio customers have the added benefit of integration with the company's flagship email marketing solution. Used with existing email programs, Social Studio can play a critical role in improving campaign performance, acquiring new customers and identifying key influencers for future remarketing.

Social StrongStart

StrongMail complements Social Studio with an optional strategic services engagement that is designed to determine the opportunity for your company within social channels and provide recommended courses of action.

StrongMail's Social StrongStart enables social media marketers to monetize the social web with measurable campaigns that allow them to identify, motivate and track the behaviors of advocates and influencers within their current customer base. It is this community of key social media influencers that will multiply program results. This Strategic Services engagement will enable you to fully leverage StrongMail's suite of social media solutions to effectively socialize your programs in a proven, practical and profitable way.

Social StrongStart will enable you to:

- Better understand your customers' preferred social networks, online activities and demographic data
- Review your current social footprint and the tone conversations being created around your brand
- Identify the incentives that will motivate key influencers to change from passive advocates of your brand to passionate influencers
- Highlight opportunities to improve existing online marketing programs with social media and viral content
- Leverage your customers' "social graph" to expand the reach of your brand to friends within their networks

