



Effective Global Communications

E Marketing, Media & Production

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PERMISSION BASED E MAIL MARKETING

BACKGROUND

The F-5 AttainResponse (AR) platform is a superior product in many ways to its 3 primary competitors which include Aweber, IContact and Constant Contact. The 3 areas where the AR platform is superior include:

- Ability to embed both Audio and Video into the E Mail template versus having to “link out” to another site. The AR Platform has more ready made templates to choose from and additionally we have the ability to recreate most web pages into email templates.
- F-5 provides a virtually unlimited graphics to be uploaded, where Constant Contact allows a user to have only five (5) graphics uploaded before additional fees are applied.
- Superior Stats that display relevant metrics in a multiplicity of ways along with superior graphics making it very easy for the users and clients to understand the important details of their E Mail campaigns. Statistics include open rates and email addresses, click through links followed from the campaign, contacts to whom it was sent and much more quantitative and qualitative information.
- Order of Magnitude higher open rates with e mail campaigns and in particular Auto Responders and Trigger Campaigns. AR is penetrating the vast majority of Spam filters because the company policy is “zero tolerance” on spam complaints. It is a strictly enforced company policy.

Other Key Points about the AR F-5 System:

- The videos are not a download, plug-in or attachment which equals to a very small file size that typically penetrates most filters.
- F-5 also tests the spam rate with a grade of 1-5 and how a campaign will be viewed in multiple browsers and email clients. The analysis provides us the flexibility to adjust campaigns accordingly while ensuring higher open rates.

- Embedded multimedia with a specific call to “take action” has a much higher positive response rate than simple text emails and offerings. People would rather watch/listen than read.
- HTML Templates and ability to import look and feel from a HTML website with one click of a button
- Product Analytics provide a scientific and measurable approach to the exact cost associated with each lead generated from an opened e mail.
- Statistics include open rates and email addresses, links followed from the campaign, friends that it was sent to and much more quantitative and qualitative information.
- Platform takes the “best practices” of permission based e mail marketing and has merged it with new media including VideoEmail, AudioEmail, email and the mature E Mail marketing industry.
- Double Opt In assures quality leads where the key after qualifying the lead is follow-up.

Why Permission Based E Mail Marketing?

- Much higher ROI and more cost effective than Direct Mail
- Campaigns can be measured & adjusted for effectiveness and ROI
- Provides valuable business intelligence for more effective marketing
- Gives companies a business and internet strategy for their website
- Ensures systematic follow-up via Auto Responders and Triggers.
 - ◆ Translation: “Set it and forget it.”