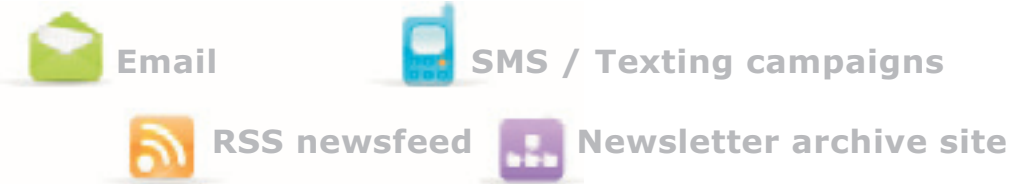


➔ **Contemporary communication delivered by GraphicMail**


GraphicMail communication management tools help you manage email or sms campaigns with efficiency and insight. Create and send campaigns with ease and track results in detail. GraphicMail is as sophisticated as it is easy to use. Packed with useful features, it will suit your every need.


Your choice of communication channels...





- Advanced yet user friendly features
- Outstanding customer service
- Commitment to the highest delivery rates
- Access from any location - 24/7
- Competitive pricing
- Ongoing innovation of the product


➔ **Sophisticated features at a simple price.**

 Extensive template library to base your designs on.
Create graphic and text versions of the same email.
Archive past newsletters on your own branded microsite.
Easy to use WYSIWYG online newsletter editor.

 User definable database for email personalisation.
Define radio buttons, check boxes and drop-down lists.
Basic survey capabilities.
Design and brand your own subscription form.

 Pre-send testing for spam score.
Message scheduling.
Triggers additional emails when specific links are clicked.
Send SMS and/or email to the same subscriber base.

 Create and manage multiple lists.
Automated subscription management and bounce handling.
Viral forwarding from email footer.
Query builder for list segmentation.

 Advanced analytics of open and click tracking.
Graphical views of your subscriber behaviour.
Maintain your RSS newsfeed within GraphicMail.
Chat and email help desk support..

Small Business

The power of one-to-one marketing

From email to SMS/text messaging, your own newsfeed and past newsletter archive, to full-blown stats; the GraphicMail feature set has it covered.

Create Easily create professional email newsletters 

Create professional newsletters and announcements in minutes. Simply select a template from the extensive library, add text and images, import your lists and hit send.

Communicate Target and personalize your emails 

Target your clients and your prospects by segmenting them into lists. Personalise every email to each recipient.

- Create and run queries to further segment your lists with greater accuracy.
- Publish your previous newsletters to a microsite archive and RSS newsfeed. Send SMS/text alerts to selected users for instant, real time updates.

Evaluate Evaluate the results of every campaign 

Each and every email sent, is tracked in real-time for opens, clicks, forwards, subscribes, unsubscribes and deliveries. Clear, concise graphs of your sending metrics will reveal how well your campaigns are achieving your email marketing goals.



Save Time - Automate and Integrate

Free-up time - Simplify email list management.
Brand and embed the ready-made subscription form in your website to organically grow your list. Collect additional subscriber information at sign-up, then use this in your email personalisation. Email footer links automatically manage subscription and viral forwarding, while automated email bounce handling will remove invalid email addresses from your lists.

➔ **GraphicMail Benefits**

- Low marketing cost - high response rate
- Builds traffic to your website.
- Offers an affordable inroad to email and SMS marketing and promotions.
- Deepens customer relationships by allowing you to communicate with all your clients at the click of a button.
- Make an impact with professionally designed, personalised email campaigns.
- Deepen the understanding of your clients - measure clients' responses to your campaigns.
- Interactive - Send emails in response to your clients' actions and preferences.
- Available 24/7 - Administer all your email campaigns and accounts securely, anywhere, anytime.



Corporate

Partner Programmes

Delivering a complete communication solution

GraphicMail Corporate Edition is the ideal candidate for organisations looking to leverage the power of email and mobile marketing. If your company has multiple departments or offices that need easy access to shared communication resources, then GraphicMail has the right tools to keep them working in sync.

Facilitates easy sharing - GraphicMail Corporate Edition addresses the needs of organisations who wish to facilitate easy sharing of communication resources such as email lists, images and templates when sending newsletters from multiple departments and office locations.

Enforces brand consistency - GraphicMail Corporate Edition is designed for all types and sizes of organisations, corporate divisions and franchise offices seeking to maintain a unified, branded message across all their email communication. Sending relevant, sophisticated emails both internally and externally is simplified by this powerful, easy to use, scalable solution.

GraphicMail Corporate Edition

GraphicMail Corporate Edition includes everything GraphicMail provides, plus:

- The entire application is branded with your logo, accessible to your employees from a link on your company intranet.
- Share email creative, images and lists from the master account to sub accounts, whether they are representatives, distributors, franchisees or business units.
- Set up (up to 100) sub accounts from your master GraphicMail account.
- Control the sending budget and access privileges of each sub account.
- A dedicated account manager will see to all your support requirements.
- Initial account set up and training provided.
- Creative assistance to ensure maximum email client cross-compatibility.
- Deliverability assistance and consultation to address any issues.
- GraphicMail API - your developers can seamlessly integrate GraphicMail with your CRM and CMS.



GraphicMail Corporate Edition is a total solution combining a robust application with easy to use features, configured to your corporate needs and fully supported by your own account manager. Enjoy streamlined communication that will enhance your client relationships.

Your new business development tool

An influential value-added service is just what your company needs to gain advantage over your competitors. Whether you are an advertising, PR or web design agency, an ISP or a portal, we have a partner programme that will provide your clients with the email marketing advantage and increase your revenue.



GraphicMail Reseller - Agency Edition

Join over 500 satisfied resellers!

The Basic and Agency Editions are ideal, cost-effective solutions for small business consultants, web designers, marketing, PR or advertising agencies.

- Own branded footers and subscription forms.
- The ability to set up (up to 100) client sub accounts from your reseller control panel.
- A pool of send credits to get you started.
- Send credits at a discounted, wholesale price.
- Control over what your clients can view - either full access, or reports and statistics only.
- Leverage the GraphicMail API - customise and integrate it with your clients' website.
- Your personalised branding on the entire application - Agency Edition only.

Generate new business with this value-added service for your clients. The GraphicMail Basic and Agency Editions allow you to retain complete client control. You determine the retail price for your customers.



GraphicMail Reseller - Enterprise Edition

GraphicMail Enterprise Edition is designed for larger advertising agencies, ISP's and big organisations. GraphicMail understands that servicing major clients' needs can be demanding. We understand that your business has unique requirements. So leverage GraphicMail to create the solution you seek.

- Customisation of the 'look and feel' and work flow.
- Create and maintain an unlimited number of client accounts.
- Hosted or licensed for use on your servers.
- Additional discount on send credit pricing.
- Includes a help desk and extensive client administration interface.

The application can be integrated seamlessly with your existing intranet, CRM or control panel applications. GraphicMail Enterprise Edition is a complete solution combining GraphicMail's easy to use interface with flexible configuration and client administration tools.