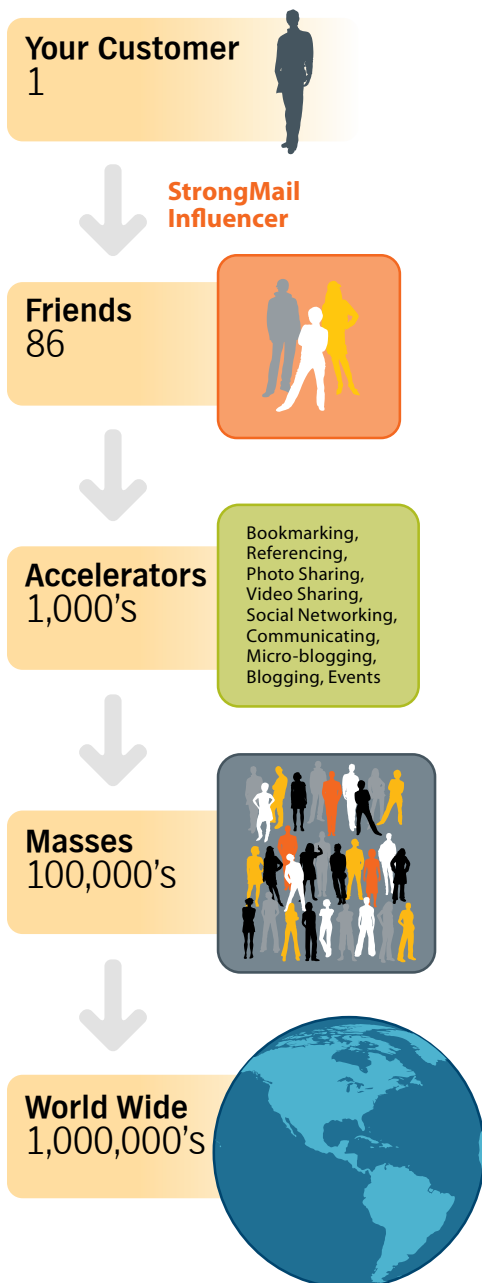


StrongMail® Influencer

Leverage the power of word-of-mouth referrals to acquire new customers



New Distribution Model



StrongMail Influencer is a multi-channel, word-of-mouth acquisition solution that enables marketers to quickly (6-8 weeks) acquire new customers by leveraging a brand's biggest asset: their existing customers. Marketers use Influencer to accelerate organic customer acquisition efforts while identifying key brand advocates from their customer database. With Influencer, you can begin building a powerful new segment for loyalty programs and future remarketing efforts.

Utilizing a rich, interactive user experience, users recommend your brand, service or product to their social networks via email, social media and mobile, thereby multiplying program reach and increasing overall program performance. 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. Influencer tracks multi-stage sharing behavior allowing marketers to accurately assess the true viral reach of their programs.

When used in conjunction with email marketing campaigns or display advertisements, StrongMail Influencer becomes exponentially more powerful by enabling you to target your offer to the most highly engaged segment of your customer database.

Advanced Features

- > Integrated gift and reward systems, including fulfillment
- > Supports customer-defined data input/output and tracking
- > Tracks campaign-generated value, including derived sales

Key Benefits

- > Tap your best customers' connections to grow your database with like-minded consumers
- > Improve the performance of existing referral campaigns
- > Expand the reach of your programs by leveraging the power of the social web
- > Motivate consumers to share via an interactive, easy-to-use interface
- > Get your program up and running in 6 - 8 weeks, including strategy and creative design
- > Inspire and reward your customers for promoting your brand
- > Identify your biggest brand advocates for remarketing purposes



About StrongMail Systems, Inc.

StrongMail enables marketers to forge meaningful, profitable and long-lasting connections with their customers through email marketing and social media.

Offering a comprehensive suite of technology and services, StrongMail takes a fundamentally different approach to traditional email service providers that offers many unique advantages to brands. StrongMail's dedicated solutions offer the lowest total cost of ownership of any enterprise email marketing solution and easily integrate with customer data sources to help marketers improve the performance of their email marketing campaigns.

StrongMail's email and social CRM agency provides industry-leading strategic and creative services to help marketers listen, learn, engage and influence best customers.

It's these differences that have led Fortune 2000 brands to switch to StrongMail.

To learn more about StrongMail, please visit www.strongmail.com.

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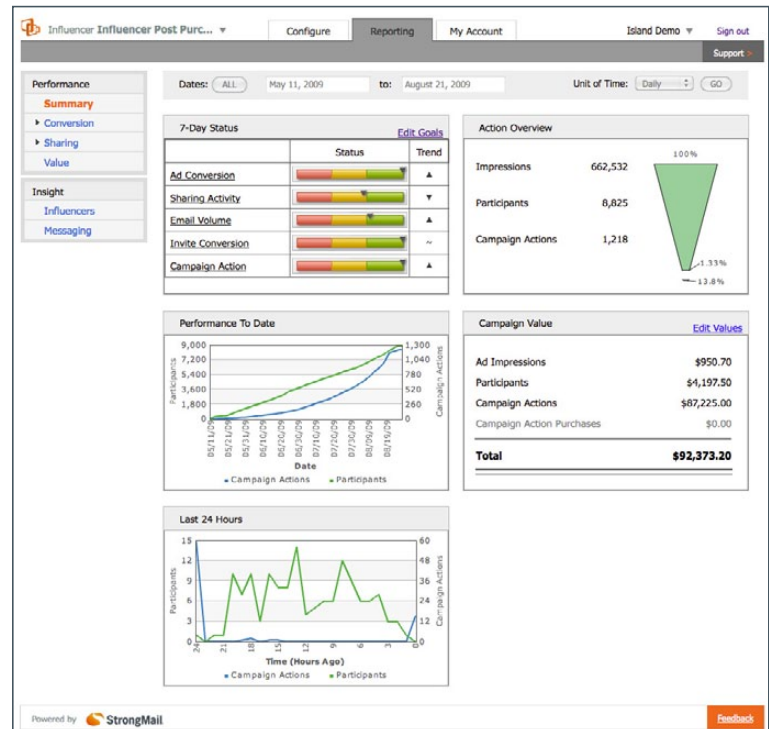
www.strongmail.com

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Advanced Reporting

StrongMail Influencer's comprehensive real-time reporting provides in-depth insight into multiple success metrics for your campaign. Easily track conversions from ads and invitations, as well as multi-stage sharing behavior, giving you the ability to accurately assess the true viral reach of your programs.



Getting Started: Influencer Campaign Management

Jump start your list growth by integrating Influencer with your current contact strategy. StrongMail word-of-mouth marketing experts help brands create compelling campaigns targeted to motivate your audience. The StrongMail team has helped companies improve the performance of existing referral programs by 3X or more.

By growing your customer base by with effective word-of-mouth marketing strategies, your organization can:

- > Optimize results with carefully crafted viral content
- > Increase subscriptions by leveraging content and offers with a high "pass-along" value
- > Leverage brand advocacy by identifying and understanding your company's true brand advocates
- > Convert brand advocates into active affiliates for your marketing campaigns
- > Identify and leverage your customers' "social graph" to target similar offers to friends within their networks

