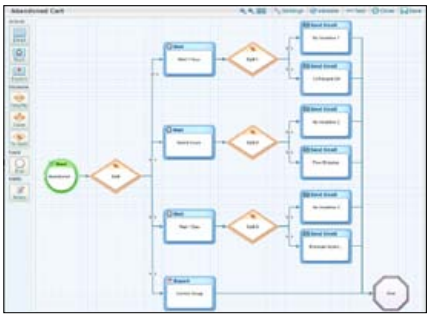
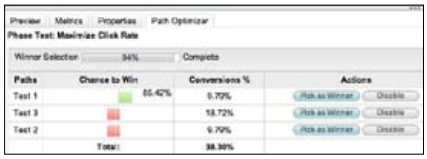
# StrongMail® Message Studio

## A turnkey email marketing solution for maximum control

Easily view all of your key performance indicators in one place



Drag and drop to create multi-step lifecycle marketing programs



Automate continuous testing of lifecycle programs

StrongMail Message Studio is an enterprise-scale email marketing solution that enables marketers to deliver high volumes of batch and event-triggered email reliably and cost-effectively. With Message Studio, marketers can create highly relevant messages that get noticed and clicked on by leveraging customer behaviors, preferences and lifecycle events. With a drag-and-drop user interface, Message Studio makes it easy to add lifecycle marketing and real-time, event-triggered email to your marketing mix – tactics which are currently generating between 2x and 15x lifts in conversions for StrongMail customers.

Message Studio's advanced integration capabilities enable marketers to connect directly to customer databases, web analytics and marketing automation systems to dynamically build, deliver and optimize highly personalized emails for better response rates and bottom-line results. Message Studio comes complete with StrongMail's industry-leading delivery and integration platform for maximum performance, reliability and inbox placement.

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

> **Lifecycle Marketing.** Design, automate and continuously optimize multi-stage lifecycle marketing programs quickly and easily with an intuitive drag-and-drop user interface.

> **Right-time, Event-triggered Email.** Expand beyond batch-and-blast email campaigns and trigger relevant messages at a cadence that is driven by the subscriber, your brand community or environment.

> **Increase Relevance.** Easily create highly relevant messages that pull real-time customer data directly from internal systems and applications – eliminating latency and data integrity issues related to data synchronization tasks.

> **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 referral marketing functionality.

> **Burst Email Delivery Technology.** Deliver millions of personalized messages in less than 10 minutes with StrongMail's burst email delivery technology and dedicated infrastructure.

> **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.** Eliminate hidden fees and enjoy the lowest total-cost-of-ownership of any tier-one email service provider.

> **Maintain Data Security.** Your sensitive customer data never has to leave your internal network, which gives you ultimate control over its security.

> **Complete Control, Flexibility.** Achieve maximum performance and high levels of customization with a dedicated system that is free from traditional ESP performance drawbacks of shared computing resources.

StrongMail

## 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 engagement and conversion.

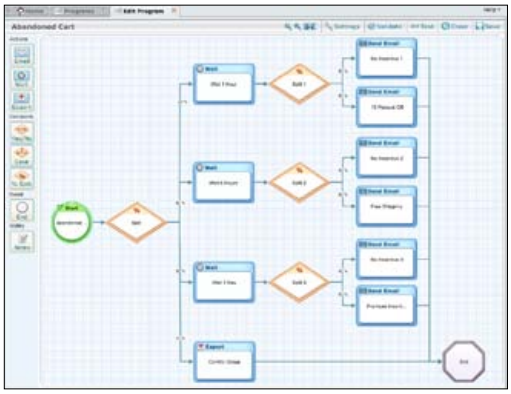
### Sophisticated Campaign Management and Workflow Collaboration

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

- Create one-time, recurring and lifecycle campaigns from one centralized system.
- Work in several areas at once while preserving your original workflow with tabbed navigation.
- Rich content authoring features make it easy to create and edit content with high levels of personalization, including social engagement and mobile device viewing options.
- Find templates quickly and easily with a dynamic visual browser.
- Easily insert social sharing and viral marketing capabilities into your email campaigns.
- Track sharing and conversion activity in real time.
- Collaborate across multiple organizations and business units using role-based permissions that offer approval requirements for message creation and execution.
- Use point-and-click personalization of "From" names, addresses, subject lines and content based on list, demographic or other data.
- 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.

### Drag-and-Drop Lifecycle Marketing

*Easily design and automate multi-stage event-triggered programs*




- An intuitive drag-and-drop UI makes it easy to author and test personalized multi-stage, business-rule-driven message flows.
- Automatically trigger lifecycle messages with real-time APIs or via recurring, scheduled batch targeting of customer segments.
- Continuously optimize message flows based on open, click or conversion goals with a recurring automated winner selection feature.
- Easily test each possible message flow in multi-stage programs.
- Leverage best practice templates for common scenarios, including welcome, cart-abandonment, lead nurturing and win-back programs.
- Control the customer experience via random split-based or rule-based routing of specific messages.
- Track performance trends across all messages within a program via a dedicated lifecycle marketing program report.
- Launch, pause and resume live programs via an easy-to-use program management interface.
- Export customers at key stages of a program to drive cross-channel programs.

### Test and Optimize

*Test and improve email marketing programs with A/B and multivariate testing*

- 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.

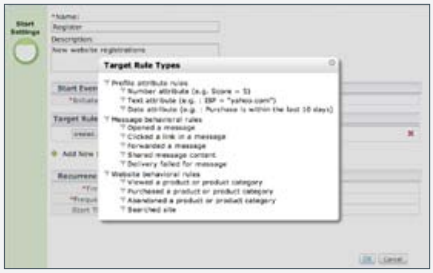
## Real-Time Visibility and Reporting

*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.

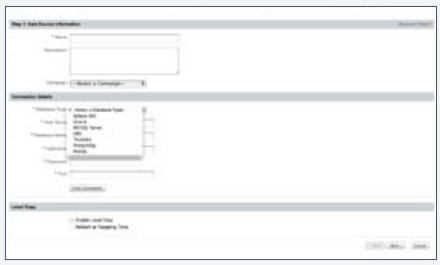
## Superior Deliverability Technology and Services

*Maximize inbox delivery with proven technology and proactive services*

- Get your messages to the inbox with reliable, high-performance burst email delivery technology that can deliver millions of personalized messages in under 10 minutes.
- 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, DB2, Teradata, Sybase ASE, 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.

## Social Media Integration

Message Studio also features integrated social sharing and viral marketing capabilities, 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.

StrongMail 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 word-of-mouth acquisition solution that enables marketers to extend the reach of their existing email and online marketing campaigns into Facebook, Twitter, blogs and other social channels. Unlike typical social sharing solutions, StrongMail Influencer creates an interactive experience that motivates consumers to share offers and information with their social 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 referral marketing programs 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 – 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 (Facebook, Twitter, blogs, email, etc.).

**About StrongMail Systems, Inc.**

Every day, StrongMail is empowering leading brands to connect and grow their customer base through email marketing and social media.

From the world's largest enterprises to the hottest daily deal sites, StrongMail is helping smart marketers boost the performance of their programs with cutting-edge lifecycle marketing capabilities and the ability to deliver millions of personalized messages in minutes.

Our products and services provide end-to-end solutions for such notable brands as InterContinental Hotels Group, McAfee, Netflix, Viacom and Travelocity.

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

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