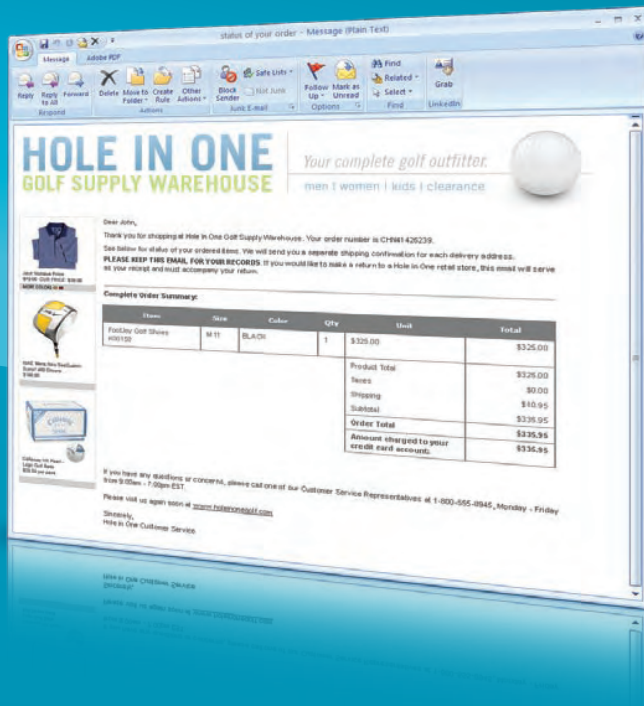


“The average online retailer could generate \$500,000 annually by improving the delivery and cross-selling abilities of transactional email.”

– David Daniels,
VP and Research Director,
Jupiter Research



Every day, thousands of transactions occur between you and your customers. Shipping notices, receipts and confirmations, customer service transactions and questions, monthly statements and notices – and even just an email to touch base – can all become powerful revenue generating opportunities.

But the key to unlocking the value of transactional email is by keeping the content highly relevant and targeted – increasing the chance that your customers will view the email as a value add, rather than an intrusion.

Introducing mailmethods:

the revolutionary transactional email solution that puts the power of keywords right where it belongs: between you, and your customers - dramatically increasing conversion rates by sending just the right message at just the right time. Every time.



mailmethods™

Trans-actionable email.

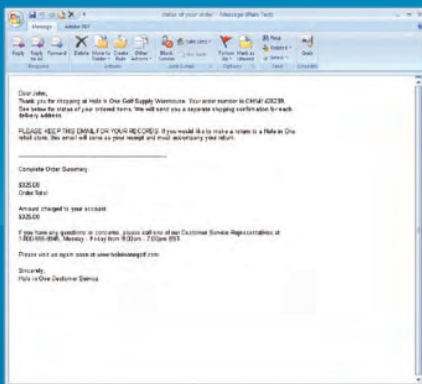
Transforming Transactions. (Without breaking the bank).

The mailmethods solution inserts targeted ads based on everything from the content of your email to your rich client data – transforming plain, generic, text-driven transactional emails into powerful revenue generating tools. Using advanced algorithms, content in your outgoing mail triggers dynamic ad generation in a non-intrusive, proven format that keeps your messages relevant and focused.

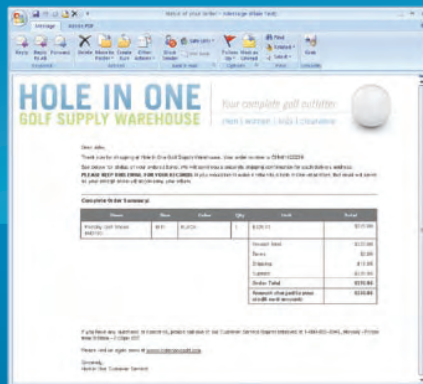
Our reporting and analytic tools allow you to see what's working, and what's not. So you can better manage your keyword campaigns by tracking category effectiveness and conversion rates.

The mailmethods solution blends the best of transactional email optimization with the smartest keyword technology available – and delivers it affordably – opening up a world of options for greater revenue for companies of every size, with each and every transaction.

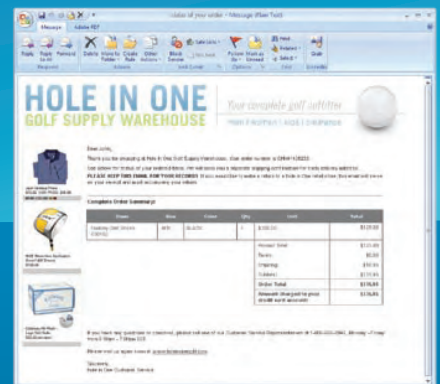
mailmethods keyword-triggered content has revolutionized transactional email, making every email highly targeted, and dramatically more effective.



mailmethods leverages every interaction between you and your customers.



A clean elegant template wraps your email to strengthen your brand.



Keywords triggered within the email keep your promotions highly relevant (and dramatically more successful).

The mailmethods Advantage.



Leverage your brand.

mailmethods wraps outgoing email with the company and product brands that you control, in a clean, elegant, format.

Launch successful real-time, event-based, campaigns.

Rev-up your e-commerce efforts by adding post shopping cart recommendations, replacements, and offers in real time, just when your customers are most likely to buy, dramatically increasing your up-sell/cross-sell capability.

Improve the customer experience.

mailmethods' unique, keyword-triggered solution means your offers are always highly relevant to your what your customers want and need, keeping them engaged and less likely to opt-out.

Track your results with real-time reporting.

Our real-time analytics help you track conversions and click-throughs of each transaction by category or keyword, providing immediate visibility into each product or campaign's ROI potential.

Get up and running fast.

mailmethods solutions are up and running at the point of purchase. And because they are so simple and intuitive to administer, you have little or no training or disruption to current workflow to get started.

Stay secure and compliant.

Our technology and format is CAN-Spam compliant and built on best email marketing best practices. Your data remains secure, and our e-mail wrapping technology works outside of your systems, eliminating the highest security risks.

Free yourself from IT.

Our easy to use interface allows your marketing team to build and test keywords and campaigns without burdening IT, keeping you in the driver's seat, and helping you stay in control of the promotions you want to run (and when you want to run them).

Integrate CRM data.

Leverage all cross-sell/up-sell opportunities throughout the organization by integrating mailmethods with your existing CRM or data management system.

Save (a lot of) Money.

Affordable from the get-go, mailmethods immediately adds value at a fraction of the cost of traditional solutions. And our pay-for-performance pricing model means we win when you win – and not a moment before.

Our Company.

mailmethods is one of the fastest growing transactional email companies in the market, and a pioneer in the convergence of keyword and transactional email marketing. Our deep understanding of the complexity of issues facing marketing executives drives our promise to develop technology that is easy to use, fast to deploy, and highly targeted – offering affordable transactional solutions for companies of every size. For more information, please visit www.mailmethods.com

Professional Method™

Our Professional Method is available as licensed or subscription (hosted) solution. The Professional Method comes with an elegant template, best-practice reporting, and the ability to employ as many keyword campaigns as you'd like. Small to mid-sized organizations with fewer differentiated products or services find the Professional Method gives them the functionality they need, without having to pay for professional services or spend inordinate time populating a data center.

Commerce Method™

Our Commerce Method is also available as a licensed or subscription (hosted) model. The Commerce Method works well for mid- to large sized companies with a variety of SKU's and e-commerce functionality in place; performance pricing helps you save money by allowing you to pay for what ends up in your cart.

Commerce Method comes with best practice reporting and analytics, professional services as needed to help you get started, and a variety of support structures to ensure ease of implementation no matter how many products you want to test or promote.



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