

brainCampaign by braintransfer

Why Use Permission Based Email Marketing?

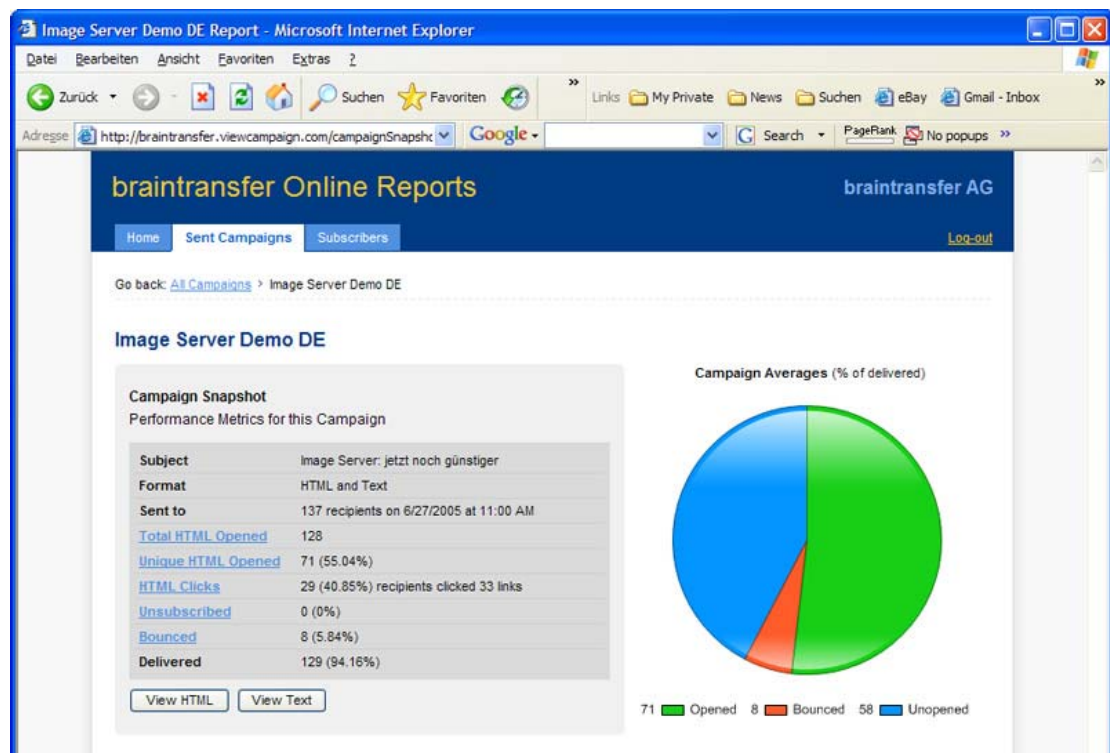
It's Inexpensive - Unlike direct mail, there is virtually no production, materials or postage expense. Email marketing is 20 times more cost effective than direct mail, and costs just a few cents per recipient.

It's Immediate - Email marketing generates an immediate response. The call to action is clear: "Click here to take advantage of this offer". Initial campaign response generally occurs within 24-48 hours of the time the email campaign is sent.

It's Effective - Email marketing enables you to proactively communicate with your existing customers and prospects instead of passively waiting for them to return to your web site or store. It is a highly effective way to increase sales, drive site or store traffic and develop loyalty.

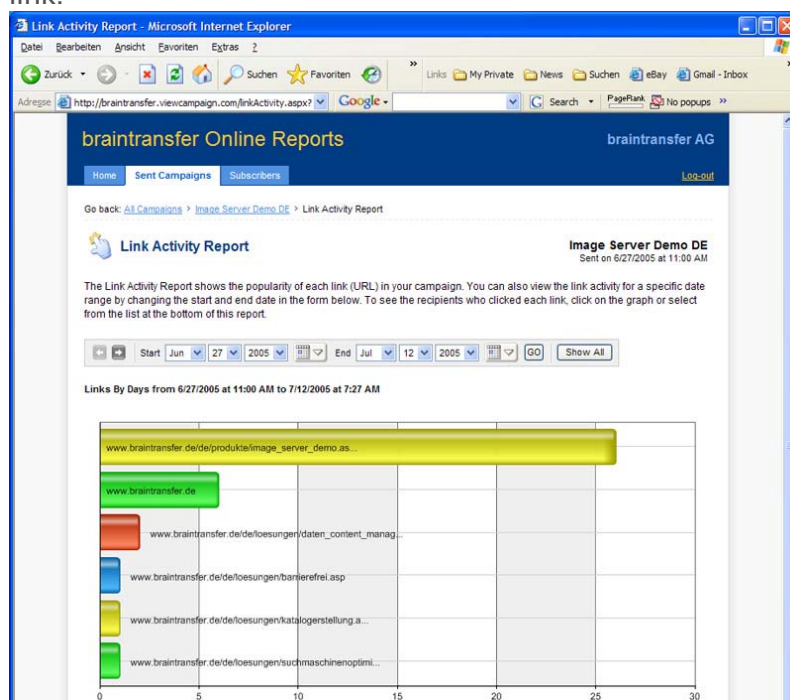
It's Targeted - You can easily segment your lists using a variety of criteria so that your promotions go to the individuals most likely to respond to your offer.

It's Measurable - Unlike any other medium, you can easily measure when customers have viewed your email and even what sections they were interested in.



Many online reports included (real-time)

- **Recipient Activity**
See which recipients opened, did not open, clicked links and unsubscribed from this campaign.
- **HTML Link Activity**
Find out how popular each link in your campaign was and who clicked each link.



- **HTML Opens Over Time**
Track the open activity over time for the entire campaign down to each minute.
- **Unsubscribes Over Time**
Track the number of recipients who unsubscribed from this campaign over time.
- **Recipient Bounce Activity**
See which subscribers did not receive this campaign and why.
- **Bounces Over Time Report**
Track the bounce activity over time for the entire campaign down to each minute.