

the
e-mail
marketing
HANDBOOK



a step-by-step guide to success from
Socketware, makers of Accucast



www.accucast.com
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E-mail is now the primary communications vehicle for business, preferred 48.5% vs. 39% for telephone and 3.5% for postal mail.

-Roper Starch
Worldwide

WHAT IS E-MAIL MARKETING?

Quick: have you checked your e-mail today? Most users check their inbox several times each day and spend 1-2 hours reading and responding to messages from friends, business associates, and companies they enjoy doing business with. As a marketer, e-mail offers a tremendous new opportunity to deliver information about your goods and services and capture your customer's attention.

Glossy catalogs, three-dimensional direct mail pieces, and printed newsletters that used to arrive in the mail are now being replaced by messages delivered over the Internet.

Today, as the Internet changes the way the world goes about its business, e-mail marketing brings direct marketing to this electronic realm. It offers companies a powerful, interactive way to reach out to prospects and customers.

With more than 435 million e-mail boxes worldwide, it's simply good business strategy for companies to utilize e-mail marketing to reach out to customers. Building on the principles of customer retention and database marketing, e-mail offers an unprecedented opportunity to cultivate relationships with your most valuable customers. Whether you sell books, toys, clothing, computer equipment, or industrial supplies, there's an opportunity to connect with your customers through their online inbox.

Most effective direct response tool

E-mail provides a direct one-to-one connection to customers with a built-in response mechanism. Recipients can click-thru to your website or reply to your e-mail message with the click of a mouse. Properly planned, it's the most effective direct response tool available. Studies show it's more effective than direct mail.

"E-mail remains the Internet's killer app. It's simple and unglamorous, but e-mail meets a critical set of human needs."

- Marc Andreessen, co-founder of Netscape
from Fast Company 2-01



E-mail will account for 10% of all customer interaction by the year 2001

- Gartner Group

Connects the buying cycle

A good e-mail marketing program helps tie together your company's entire buying cycle, from marketing and sales to customer service and distribution, connecting the customer with your company at all levels. You can easily process transactions and handle customer service inquiries and feedback. Throughout the cycle, you can gather valuable information about your customers that can help you target sales strategies, refine your database, identify market trends, and uncover opportunities for new products and services.

Use e-mail to cultivate relationships

According to the Harvard Business Review, reducing customer defections by 5 percent can boost corporate profits by as much as 35 percent. The study shows that retaining customers leads to new profits from reduced operating costs, referrals, and price premiums. When you consider that acquiring a new customer costs about six times more than retaining an existing one, the message is clear: customers are increasingly profitable over time. With e-mail marketing, you can begin a "remarketing" dialogue with your most valuable customers.

This white paper explores many areas of interest to companies who are considering implementing an e-mail marketing solution and adding this powerful tool to their communications mix.

Topics covered include:

- The advantages of permission-based marketing
- How it differs from other direct and Internet marketing tools
- How to use e-mail in your business
- The realities of spam
- Steps to implementing a successful e-mail marketing program
- Secrets to building messages that get results
- Outsourcing vs. bringing a solution inhouse
- Building online relationships with customers
- E-mail marketing solutions

10% of e-mail recipients click-thru to a sender's website and 2.5% of those make a purchase

- according to Forrester Research



E-mail marketing remains the most widely used channel for retailers advertising on the Internet.

- Jupiter
Communications

WHAT ARE THE ADVANTAGES OF PERMISSION-BASED E-MAIL MARKETING?

Permission-based means the recipients choose you. You are communicating with customers who have opted-in to receive information about your company's products and services. Your messages are anticipated like those of a friend, as the recipient expects your messages will be relevant and valuable. News of special sales and product availability are welcomed.

Ability to customize and personalize. E-mail messages can be addressed to the customer by name and targeted to his preferences and special requests. Instead of "Dear Recipient" you can address messages to "Dear Sue" and let her know about special airline fares or a new shipment of spring shoes.

Lower costs, greater flexibility. E-mail messages cost substantially less to produce and distribute than traditional direct mail, and they can be produced much more quickly. Eliminating printing and mailing costs saves both time and money.

Increased customer response options. Recipients have the ability to respond immediately by return e-mail or by clicking through to your website for more information, creating an interactive dialogue between you and your customer.

Immediately trackable and measurable. Since your e-mail distributions are linked to your computer database, response rates are available almost instantaneously. Building and evaluating reports provides valuable information on the effectiveness of your campaign.

Accommodates testing. E-mail messages can be sent to a portion of your database for testing, so you can refine and revise to maximize their effectiveness.

Superior targetability. Keep your messages relevant by using the information in your database to tailor messages to a recipient's specific profile. You can create one campaign that targets Unix users with info about new software and one that lets Windows users know about version enhancements.

Adds value to your product or service offering. By establishing an ongoing dialogue, you actually improve the value your company offers. You can offer excess inventory at a discount (discount fares on airline tickets), suggest add-ons (a great pair of shoes to match the dress just shipped), or let customers know about products they may be interested in based on their previous purchases (a new book by a favorite author).



Research reports response rates averaging 5-15% for e-mail versus .005-1% for web banner advertising.

- Jupiter Communications

HOW DOES E-MAIL MARKETING COMPARE TO TRADITIONAL DIRECT MAIL AND BANNER ADVERTISING?

E-mail marketing emerges head-and-shoulders above traditional direct mail and banner advertising in terms of cost, production times, and response rates. Most important, e-mail allows you to establish a one-to-one dialogue with your customer and build relationships in a manner that the other channels cannot. While direct mail focuses on buying a large quantity of names and sending offers to a broad audience, e-mail marketing is best utilized when directed at a database of existing customers who are familiar with your products and services.

Consider these facts:

- Direct mail is costly and time-consuming — it takes 8 to 9 weeks to develop a direct mail campaign, while an average e-mail campaign takes only 48 hours to create and distribute.
- E-mail offers shorter response times: an average two days for e-mail vs. two weeks for direct mail.
- E-mail is a fraction (1/16) the cost of a typical direct mail piece.
- Higher quality leads result from e-mail marketing because of the specific information available.
- Higher response rates: 10% for e-mail at a cost of \$.05 per user (IMT Strategies, 1999). The average response rate for direct mail is less than 1% at a 10\$ cost per thousand.

Some online marketers use banner advertising to drive traffic to their websites. Since banner ads first began to appear in 1994, click-thru rates have declined steadily. A recent study by Forrester Research revealed that banner click-thru rates are averaging .65%. In the same study, e-mail reported click-thru rates of 18%.

Case study: Delta Air Lines

When SkyMiles members requested airfare specials delivered via e-mail, Delta Air Lines turned to Accucast to develop a solution. Delta SkyMiles members update their profiles with preferences on destinations, and Delta sends over 1 million weekly, personalized e-mail notifications about special fares from their favorite cities. Accucast then tracks message click-thrus to Delta's web site for immediate feedback on each campaign. SkyMiles members are happy to receive this valuable service from their favorite carrier, and Delta has discovered a way to reward customers for their loyalty and sell distressed inventory.



68% of consumers want promotions and offers via e-mail, while 47% want site/product information.

- Jupiter Communications

HOW CAN I USE E-MAIL IN MY BUSINESS?

Let us count the ways...the applications of e-mail marketing are limited only by the imagination. Companies of all sizes, in every industry and market, can benefit from an e-mail marketing program to reach out to customers and prospects. Successful companies can strengthen customer relationships through permission-based marketing by providing timely, relevant information and enhancing customer value with tailored content, goods, and services.

Consider these opportunities to connect with your customers:

- Special offers available only online
- Contests to encourage participation
- Newsletters issued regularly to provide current information
- Cross-sell/up-sell based on previously purchased products
- Loyalty programs to reward frequent buyers
- Drive traffic to your website or announce a new website launch
- Time-sensitive campaigns to clear merchandise, kick off a season, special introductory offers
- Alerts and reminders
- Invoices, statements, order status, trade confirmations
- Consumer feedback and surveys
- Value-added information such as stock quotes, close-out sales, seasonal news





Only 14% of consumers want to receive information from companies they do not have a relationship with.

- Jupiter Communications

THE REALITIES OF UNSOLICITED COMMERCIAL E-MAIL OR SPAM

Who wants to open their mailbox, whether online or on the street, to an overflow of unwanted junk mail? Permission-based e-mail marketing helps you avoid the evils of Unsolicited Commercial E-mail (UCE), commonly known as spam. You can dramatically increase the results of your campaign by sending marketing offers only to individuals who have opted to receive information from your company and have provided their e-mail address. Permission-based e-mail performs 69% better than UCE. If you have not developed an in-house opt-in list, quality lists are available for rent.

One danger of sending unsolicited e-mail is having your company placed on a "real-time black list." Major ISP's have a black list for spammers and will stop messages from entering their system. They will not notify the sender that messages are being filtered out, although the messages will bounce back.

Perhaps a more serious danger to consider in the sending of non-requested e-mail is customer alienation. If you've got an inbox, you likely hate to receive messages from strangers. It's wise not to risk angering or alienating potential customers by sending messages they have not asked for. E-mail works best when used to open a dialogue with potential customers who want to have a relationship with your company.

Avoid the pitfalls of UCE

To help keep your messages welcomed and read, make sure that:

- You only send to customers who have "opted-in"
- Your promotions are personalized by name
- You offer a reminder that this information was requested in every message
- You allow customers an easy way to "opt-out" if your messages become unwanted



Companies using e-mail for targeted campaigns are receiving a response rate of anywhere from 10-15%, with an average conversion rate of 5%.

- MetaGroup

STEPS TO ESTABLISHING A SUCCESSFUL E-MAIL MARKETING PROGRAM

Now that you've decided to implement an e-mail marketing program, where do you begin? The keys to success are knowing your audience and targeting your message.

Define your target market. To build an effective in-house list for your e-mail marketing program, ask for a customer's e-mail address at all points of contact. Get their permission to send e-mail, track the source of the lead, and gather as much information as you need about the customer. You can collect addresses through customer registrations, satisfaction surveys after a transaction, and through outbound data collection. As an individual is added to your database, track purchase history and preference data.

If you need to supplement your in-house database, work with list brokers who have e-mail experience. There are many opt-in lists available for rent at a cost of \$150 to \$400 CPM (cost per thousand). Always ask for the source of the list, so you can make sure they are reputable.

Endorsed lists are also available for rent, meaning that the list owner will preface your promotion with a message stating this e-mail is being sent because of their stated preferences. The conversion rate on these lists is typically higher than other rented lists.

When you are renting a list, it is unnecessary to pay extra to segment out HTML, text, and AOL names, if your e-mail marketing service provider offers this service.

Establish objectives. As with any communications program, it's important that your e-mail campaign fits in with your company's overall marketing goals. Make sure to focus your message on the target audience to achieve the results you want.

Determine offer. By leveraging your database, you can target specific demographic groups with offers that suit their needs and interests. Try to make your e-mail offer more compelling than an offer your customer could find in a retail store. Lead generation offers, such as free samples, free gifts, white papers, sweepstakes/contests, and free seminars, have all proven effective.



Even though using the word “free” in a subject line isn’t always a wise idea, free gift offers typically outscore offers for demo disks, discount offers and offers promising an increase in productivity.

Build your message. Develop a message that’s interesting, easy to read, and relevant to the recipient’s interests. Write in a friendly, personal tone and encourage quick response with click-thrus to your website or reply e-mail. For more on building effective messages, see “Anatomy of an effective e-mail message” and “Eight secrets for creating e-mail messages that get results.”

Explore options in HTML, plain text and WebInserts™. You can use multiple message formats to improve the creativity and impact your message delivers. HTML messages preserve graphic content, while WebInserts actually “push” your website content out to your customers. Recipients don’t have to download or click-thru to get information – your message appears the way you want when it is opened. Send account statements, press releases, newsletters, or advertising right to your customer’s inbox. The auto-detect feature of your e-mail marketing software helps determine the format your recipients can accept.

Establish a fulfillment plan and support with necessary infrastructure. Good inbound e-mail management is essential. Make sure your company is prepared to handle incoming orders and responses, and put the necessary infrastructure in place to deliver the product or service your message promises. Responding to inbound e-mail continues the dialogue and opens more opportunities to communicate with your subscribers.

Test, test, test. Try out your e-mail message on a small portion of your database to check that the offer works. If you don’t receive the response you want, refine your message until you do. Elements to test include the offer, message, copy format, HTML vs. text, list sources, targets, and time of day/day of week delivery.

Determine timing of delivery. When is the best time to distribute your e-mail? For the business market, arrival on Tuesday, Wednesday, or Thursday helps you avoid the Monday overload and Friday state-of-mind. Consumer-oriented messages may be better received on weekends when the recipient has more free time to consider and respond to your offer.

Measure your response. To evaluate the effectiveness of your e-mail campaign, you’ll want to measure the click-thrus to your website. You may also want to track how recently your customers bought, how frequently they buy, and how much they spent.



Test everything. Images, offers, and content may easily appeal to different sections of your database. Testing is by far the best way to determine what works for you.

Remarket to responders. As you analyze the results of your campaign, you can target subsequent campaigns even more successfully. For example: You send out an e-mail offering a variety of gardening-related products. Of the people who click-thru to your website, you can then target these individuals with more specific offers.

Facilitate lead distribution. Make sure you close the loop. If the sale doesn't end at your website, put a system in place to immediately distribute qualified leads to the appropriate salespeople. And don't forget to include a mechanism for tying a final lead report back to the e-mail marketing campaign.



Good E-mail
consists of:

40% quality list

40% strong offer

20% creative
approach

ANATOMY OF AN EFFECTIVE E-MAIL MESSAGE

Get permission. Develop an “opt-in” strategy to allow customers to ask for more information from you. You can invite customers to “opt-in” at your website, trade shows and conferences, or whenever you make a sale. Gather information about interests and preferences. Provide the incentive of useful, relevant information, and watch your customer database grow.

From line. Make sure your message is from a recognizable source. Use your company name or your brand name if it’s more recognizable. Over 30% of e-mails are deleted because the reader doesn’t know who the sender is. Also, consider using an individual’s name to make the message warm and friendly.

Subject line. Keep it short and direct, 35 characters or less. Subjects guaranteed to be turn-offs include: Free, Important Message, Unlimited Access, Guaranteed, Hi. Don’t use ALL CAPS, “\$\$\$,” “!!!”, and don’t bait and switch.

Personalization. When addressing a message, always use the recipient’s name.

Copy. Should be brief, compelling, and immediately engaging. Benefits need to be stated early in text. Make sure your message is relevant to the person’s needs by using your e-mail marketing solution’s conditional content feature, which lets you embed a specific message or offer related to that person. Create your message in HTML, text, and AOL formats, then Accucast will automatically detect which format a recipient can read.

Call-to-Action. Always include a strong call-to-action (CTA), sending the reader to a specific page in the website created for this campaign. Keep any web forms simple. If conducting a survey, post a privacy notice on that page. Explain to customers that you’re asking these questions in order to be a better business partner by tailoring future e-mails to their specific needs.

Format. Keep the message simple and, if possible, keep it to one screen. Make it graphically attractive – it’s a reflection of your company and should be similar in tone to your other marketing messages.



Tell unsubscribers you're sorry to see them go and always ask why they unsubscribed.

Their answers may indicate a much needed tweak to your e-mail program.

Change-of-address (COA)/ Unsubscribe. Always include a change of address procedure in every message you send out and make sure there's a way for them to be taken off your list.

Sometimes information becomes unwanted. Make it easy for subscribers to remove themselves from your distribution list by providing instructions on how to remove a name from the list within every e-mail message you send out, whether by return e-mail or a link to an opt-out option on your website.

Control the timing and number of e-mail messages you send. Remember that quality, not quantity, keeps your messages welcome. Make sure you have something valuable to say every time you distribute. One way to check your frequency is to check your unsubscribe rate after each mailing. If it seems high, pull back your frequency or survey your customers to find the right balance.



22% of marketers spend more than 5% of their marketing budgets on e-mail marketing

- Jupiter Communications

BRINGING A SOLUTION IN-HOUSE VS. OUTSOURCING YOUR E-MAIL MARKETING PROGRAM

So you've decided to integrate e-mail marketing into your sales and marketing mix. Next decision: how will you distribute the e-mail, maintain your database, manage and measure responses, report on results, and nurture your client relationships? If you're in a company supported by IT resources, you may choose to evaluate available software to produce campaigns in-house. Or, if your IT department is stretched to the limit by other enterprise-wide concerns, outsourcing offers you a viable solution.

A look at the in-house option

If your company is committed to e-mail marketing and the Internet for a majority of its sales, an in-house solution offers the flexibility and availability required to support your efforts.

An in-house solution is cost-effective and works extremely well for companies who have relational databases and IT resources available to provide support. You also retain complete control over your customer database of e-mail addresses and demographic data. The more volumes of e-mails you deliver, the more cost-effective the software becomes.

When you are evaluating software solutions to run in-house, look for these features:

Open architecture. Your software application should be able to run on whatever platforms you have on-site.

Easy to integrate. The software should integrate easily with your existing infrastructure, allowing you to make use of your existing hardware & applications.

Open Database Support. Does the vendor give you access to your existing relational database(s)? You'll want to use your database(s) for data mining for more effective campaigns.

Comprehensive installation, training & support. Make sure you have access to these important resources. Ask about the length of installation & training.

Easy to use. Is the software web-enabled to offer the ability to design campaigns from anywhere? Make sure it's simple to use for your users.



46% of marketers use e-mail to acquire new customers

- Jupiter Communications

High level of functionality. Make sure you have the ability to do message personalization, and conditional content. You will want the ability to insert redirect URLs into the contents for tracking results. You will want to have a strong query tool to enable you to segment your clients for campaigns. Check on your ability to re-market to existing recipients or to people who have clicked-thru in response to a campaign.

Strong results tracking and reporting. Does the provider offer a way to give you real-time campaign statistics? You should be able to track click-thru results for your campaigns, and you should be able to compare campaign and click-thru statistics easily.

Unlimited scalability. Does the software allow you to grow? Can it support adding customers or e-mail servers easily? You should get a system that allows you to plan for future growth painlessly.

High-level Technical support. You want to ensure you have access to top-notch technical support resources.

Maybe you should outsource

Outsourcing is a logical solution for the many companies who are “testing” the value of e-mail marketing, but have a small customer database or limited resources to support an in-house investment. To make the most of the electronic marketplace, identifying and building a partnership with an e-mail marketing service provider who suits your company’s unique needs is essential.

E-mail marketing service providers offer specialized marketing, technical, and distribution expertise that can ensure powerful results and deliver stronger relationships between you and your customers.

Given the growing importance of e-mail marketing in today’s marketplace, selecting an e-mail marketing provider who understands your goals and shares your commitment to achieving them is essential.

When you are looking for an outsourcing partner, consider these key factors:

Technical expertise. Managing a large, growing database requires specialized know-how. Outsourcing gives you access to the professionals who understand how to set up and manage your database, while delivering your e-mail messages efficiently.



Keep your budget in mind. As your e-mail marketing list grows, so will the monthly bill from the company you outsource to. Remember to factor this into your decision to outsource or bring e-mail marketing in-house.

Customer service. Will you be able to distribute an important announcement on short notice? You should expect accessibility, knowledgeable technical support, personal contacts, scheduled back-up, security and regular reporting from your e-mail marketing partner.

Proven ability to deliver. Find referrals and get their endorsement. What results have other companies achieved with the e-mail service provider? Learn about their experiences and get their feedback.

Ability to build your own list. Building your own database of customers and prospects who've opted to receive information is much more valuable than purchasing lists from brokers. Does the service provider allow you to use your own database and provide a mechanism to continuously keep it current?

Reporting capabilities and practices. Does your e-mail marketing provider have the capability to track URL click-thrus, set up an autoresponder to manage e-mail responses, and help you identify your most important customers? This information helps you refine your messages and your e-mail marketing strategy.

Flexibility to grow. Does the provider offer a solution that will grow as your database expands, and provide increasingly higher levels of personalization, more detailed tracking, and more targeted response?

Whether you choose to bring a solution in-house or outsource your e-mail marketing program, Accucast offers powerful options that are flexible, accessible, and accountable. You may choose to outsource your first campaign, then bring the software in-house as your expertise grows. Either way, working with a provider who shares your company's marketing and technical vision helps make your marketing program a success.



Estimated 64 billion customer-requested commercial e-mails sent in the year 2000.

- eMarketer

THE BOTTOM LINE: BUILDING RELATIONSHIPS WITH CUSTOMERS

Just as e-mail can help strengthen relationships with a family member, reconnect with old friends, or stay in touch more easily with a colleague, its one-to-one power can be magnified to reach a multitude of customers. There's no doubt the ease, immediacy, and non-intrusive nature of e-mail provides a valuable tool for building and maintaining relationships.

That's the magic of e-mail marketing. Database marketing and Internet technology combine to offer one-to-one business communications with a personal touch.

Keep communications flowing

E-mail serves an extension of your website and your company, so you can keep communications flowing with prospects and customers. As customers and prospects visit your website, provide their e-mail addresses, and "opt-in" to receive information from you, use these calling cards to begin an ongoing dialogue. Using the principles of permission marketing, you can send relevant e-mail messages to customers who are interested in learning more about your product or service.

Building relationships online helps build sales and increase profitability for your company. Make the most of customer loyalty by continuously re-marketing and expanding their opportunities to purchase products they desire, while you learn more about their needs.

Keep these tips in mind to build effective online relationships:

Be relevant. Make sure your message matters to its recipient, and act on the information you gather about a customer. A customer who makes beach weekends a habit wants to know about special fares to Fort Lauderdale.

Be personal. E-mail messages are easy to personalize, thus improving customer relevance and increasing response rates. A mother who purchases children's clothing would be thrilled to learn about a sale on your website or in your retail stores.

Initiate a dialogue. Ask your customer how you can serve them better, and welcome their ideas and suggestions.



Estimated 227 billion customer-requested commercial e-mails to be sent by the year 2003.

- eMarketer

Be anticipated. Make your messages useful, so customers will look forward to opening your mail and hearing what you have to say.

Get better acquainted with your customer. As your relationship with a customer develops, maintain a database of their preferences and buying habits. Go beyond the basic questions and ask your customers where they live, their profession, lifestyle interests, income range, geographic location -- any information that might be relevant to your product or service. You'll learn how to market more effectively and build loyalty.

Build trust. Follow through on your promises. Deliver the goods you've sold. And offer "above and beyond" customer service. Selling over the Internet integrates all of your company's operations, and it is crucial that marketing, sales, production, and service work together successfully to serve the customer.

Remember good business relationships aren't always about sales. To cultivate lifelong relationships with your customers, don't always ask them to buy, buy, buy. Analyze the information collected in your customer database and develop e-mail campaigns that: relate to customers' common interests, send account balance information, educate, provide helpful hints and tips, and offer special third-party promotions. These types of e-mail campaigns will help you retain your customers and build brand loyalty.

With more than 435 million e-mail boxes worldwide, e-mail offers tremendous opportunity to reach customers. Whether your company sells consumer goods or computer chips, using e-mail marketing to build relationships online is an important Internet strategy.



Case study: TeamLink.com scores with Accucast

In an effort to meet the ever-increasing demand for in-depth sports information, TeamLink.com, Inc. launched FanTeamLink.com in 1999. Endorsed by the National Association of Collegiate Directors of Athletics, this paid e-mail subscription service provides fans, alumni, and students with collegiate sports team information directly from the college or university the moment it is available.

TeamLink uses Accucast Accelerator to create and deliver e-mail marketing campaigns that convert free trial users into paid subscribers, offer special discounts on merchandise, and survey subscribers to determine their interests. These campaigns have helped TeamLink establish a distinctive brand for FanTeamLink.com and a strong following of loyal customers.

Since using Accucast Accelerator in October 1999, traffic on the FanTeamLink web site has leaped 80%, conversions have jumped 45%, and the churn rate among new subscribers has been reduced by 30%.

"For us, e-mail marketing has evolved into a customer service function," said John Piccirillo, Director of Marketing.

"Accucast helps us use e-mail to communicate with our customers in a highly personal manner. This has resulted in a high level of customer satisfaction which will ensure the viability of the FanTeamLink brand over the long term."



Socketware: Corporate Overview

Accucast by Socketware is a powerful e-mail marketing software solution that enables organizations to launch permission-based e-mail marketing campaigns that generate high response rates, increase revenue and build strong customer relationships. The most advanced solution on the market today, Accucast's set of customization and personalization features make it easy to and affordable to deliver e-mail that's welcome, personal, relevant, and timely. Whether you are targeting hundreds or millions, there's an Accucast solution that meets your needs.

Accucast Enterprise. The most advanced e-mail management tool on the market, Accucast Enterprise delivers an effective solution for companies who want an in-house system. Accucast Enterprise seamlessly links your customer databases with a powerful e-mail delivery engine. It's easy to build targeted recipient lists and create trackable, personalized, e-mail campaigns.

Accucast Enterprise runs on any platform and integrates easily with your existing technology investment. The Java-based solution can be installed on a single machine or distributed across many to achieve higher performance. Simple implementation and maintenance minimizes the support required from your IT department. Plus, Accucast was designed with virtually unlimited scalability in mind. With the right mail servers and database support, there's no limit to the number of e-mail messages Accucast can send.

Accucast Accelerator. For those customers who want the power of Accucast without having to bring the product in-house, we offer the Accucast Accelerator outsourced solution. With the same user interface as Accucast Enterprise, Accelerator enables you to build and deliver targeted, personalized, customized, direct e-mail marketing campaigns and track the results in a matter of hours.

Our e-mail marketing experts can help you use your data to develop effective campaigns. Simply build a campaign from your desktop using our intuitive interface -- Accucast provides the distribution engine. Or if you prefer, we can help you create your campaign from concept to completion.

Accucast Agency. Have you considered offering your clients the ability to create exciting, customized, targeted direct e-mail campaigns, driving customers back to their web site? Accucast Agency, designed for agencies, ASPs, web developers, integrators and others, lets you expand the services you offer and enhance your business.

Accucast Agency lets you act as a service bureau for your clients to produce outbound e-mail marketing campaigns and track the results. Leverage the expertise you already possess, such as content creation, layout, or Internet marketing strategy. You'll find our service integrates easily with your consulting services. Depending on your business plan, you may choose to purchase Accucast Agency or simply rely on Socketware to host your clients through Accucast Accelerator.

To learn more about e-mail marketing and message management solutions from Accucast, contact us at sales@accucast.com, or call 877-422-2822.