

## Centralize Email Marketing and Get Personal with TailoredMail Connect



*TailoredMail, a user-friendly browser-based 24/7 on-demand web service that enables you to build and deliver innovative and engaging dynamic email newsletters, introduces TailoredMail Connect, an innovative, game changing solution to centralized, demand-creation, customer email marketing.*

Bellevue, WA - August 21, 2008 - Award-winner of two of Microsoft's "Best Practices" awards, TailoredMail has been delivering email newsletters for businesses of all sizes, including Fortune 500 corporations, since

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“ These campaigns have strengthened the relationships between our sales team and their customers, and have drastically improved open and response rates - primarily because of the high recognition and personalization of the message. ”

*Alison, Fortune 500 Bank*

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1999. In a recent update to the application, TailoredMail introduced a new feature called TailoredMail Connect, which gives dynamic content a whole new meaning. By combining corporate content and control, with the personal touch of the salespeople closest to the customers, clients are quickly realizing the benefit of delivering 'connected' newsletters and seeing a dramatic increase in response.

Corporations, salespeople, storefronts, resellers/VARS, franchisees and international divisions are centralizing their email marketing efforts and delivering TailoredMail Connect newsletters with highly personalized content worldwide. With TailoredMail, clients can create emails that integrate corporate marketing with their sales team (from address, their picture, a message from them - along with any/all the relevant corporate articles/messages they author into the system), for a true 'connected'

solution. TailoredMail makes the feature even more appealing by integrating APIs into the mix so that CRMs automatically link to the system to send messages back-and-forth for uploading new user/data info.

If you've been looking for a solution to centralize your company's email marketing efforts, then download the white paper. Get examples of how TailoredMail Connect can be used by way of a salesperson, storefront, and VAR, and learn how clients have dramatically increased their email deliverability and response rates with the TailoredMail Connect 24/7 online solution.

Download the white paper: [www.tailoredmail.com/downloadwhitepaper.asp](http://www.tailoredmail.com/downloadwhitepaper.asp).

For more information or for an online demonstration of the application, go to: [www.tailoredmail.com/demosignup.asp](http://www.tailoredmail.com/demosignup.asp).

About TailoredMail: TailoredMail dramatically simplifies email content creation and management, and engages email audiences like never before by giving them the choice and control of information they receive - for a stronger, more-engaging two-way communications relationship through email newsletters. TailoredMail offers the most flexibility in the email marketing industry through a full range of email marketing solutions. Our cutting-edge products are designed in conjunction with the world's leading direct marketers and retailers.

Create. Deliver. Analyze. Succeed.

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