



HOW WE ARE DIFFERENT

TAILORED TO YOU AND YOUR BUSINESS

At TailoredMail, we are dedicated to helping you be successful with our friendly and professional account management and 24-hour support team. If needed, we can tailor the application to fit your business and work flow. We also allow each author to have unique permissions, for complete cross-company flexibility. We often add features into the application designed just for you. We help you set-up a leading-edge email marketing program that delivers immediate results.

Each and every client receives:

- Professionally-designed custom email templates, landing pages, and Archive Center layout
- Turnkey Communications Preference and Archive Center for your subscribers
- Deliverability set-up and audit (SPF, DomainKeys, In-box and layout auditing)
- Custom domain, link-URL and IP set-up
- Full training, consulting and support services
- XML-integration with your internal systems
- Private-labeling (for Agencies and Consultants)
- 60-day cancellation option at any time
- RSS feed and link for campaigns

NEXT GENERATION EMAIL MARKETING SYSTEM

TailoredMail is simply unique. Our application helps you to significantly increase the success of your email marketing. Our approach has helped clients increase open, click and conversion rates by **more than 50%**. We offer one of the most flexible set of features in the marketplace, enabling you to go well-beyond simple newsletters or one-off campaigns, including:

- Share and track email to social
- Lead Lifecycle Management
- Web Analytics Integration
- Web Services API
- Powerful segmentation and dynamic content features built-in (and simplified)
- Deep personalization options that EXTEND your newsletters and campaigns with your:
 - sales teams
 - regional offices
 - resellers/partners
- Triggered email campaigns
- Lead response, birthday or renewal notices, sequential auto-responders
- Surveys and Poll creation / management
- Integrated SEO and Web 2.0 enhancements built-in

POWERFUL REPORTING, AUTHORIZING AND TESTING TOOLS

Our clients consistently tell us that our reporting, authoring, list-management, and content-testing tools are second to none. All tracking data is retained within TailoredMail for as

long as you do business with us. With our built in content management system and "project" organizational approach, creation of highly professional campaigns within your marketing team - or entire company - are a snap. In addition to integrated A/B Testing, our reporting options provide:

- Charting/comparison views of broadcast data. Filter results by any criteria in the database
- "Hotspot" report: shows you the tracking results visually with the email itself
- Inactive User reporting and tracking (for list-hygiene cleaning)
- Monthly trend and roll-up data and charts
- Individual reports: by domain/ISP, most active/valuable subscribers, full history by subscriber
- Automatically emailed broadcast reports
- Geo-reporting

INDUSTRY-LEADING DELIVERABILITY AND TESTING SERVICES

No other email provider offers as extensive a deliverability program - at no additional charge - than TailoredMail. Our objective is to help you achieve the best possible reputation and delivery strategy to get your emails to the inbox. Deliverability testing for new, incoming clients can show as much as a 30% increase in junk-folder and spam-filter avoidance when switching to TailoredMail. We work behind the scenes on a daily basis to help audit and improve your email layouts, deliverability testing, white-listing and feedback-loop management, and delivery timing optimization. Our service includes:

- Daily Goodmail, SenderScore and ISP Reputation Management (white-listing at 40K ISPs)
 - AOL, Yahoo, Hotmail/MSN, Comcast, Juno, Earthlink, etc.
- Email Server technologies for greater delivery
 - SPF, DomainKeys, Throttling, Connection/Retry-management
- Constant Return Path Inbox-testing, Layout sampling, Blacklist Alert, and Reputation Resolution assistance
 - We monitor your IP daily, and fix issues immediately
- Built-in testing/scoring tools using Spam Assassin & Barracuda, to help design clean content
- Ongoing tips, training and webinars for client education
- Support for single & double opt-in, one-click unsubscribe and feedback-loop management

IN SUMMARY

At TailoredMail we surround every single aspect of your email marketing campaign with a suite of services never before offered in a single web-based system. TailoredMail offers the right combination of personalized service, leading-edge tools, and dedication to the success of your business and reputation. We're unique, and we're passionate about helping you.