



Convenience. Collaboration. Security.

The BridgeMail System saves companies time, money, and relationships by making it simple to manage their corporate-wide email marketing operations. The system is a tightly integrated suite of essential utilities required to conduct sophisticated email direct marketing.

The BridgeMail System is the only web-hosted email marketing tool that provides security, publishing, analysis, reporting, data management and workgroup management tools in unified environment.

BridgeMail System Direct Email Communications Application Suite:

- **Workgroup Management & Collaboration**
- **Email Publishing & Transmission**
- **List Management**
- **Reports & Analytics**
- **Registration Forms**

Workgroup Management & Collaboration

Our menu-driven data sharing and privilege controls allow group administrators to easily cluster internal colleagues, partners, and customers into work groups; each with a well defined set of privileges. The system's underlying collaboration technology is designed to eliminate workflow redundancy and administrative tasks while ensuring data integrity and security.

Customers use the system to customize access privileges for Sales & Marketing personnel, Database Administrators, List Managers, Creative Vendors, Channel Partners, Call Centers, and Business Clients.

Workgroup Management and Collaboration capabilities include:

- ◆ Authorized administrators can create new accounts for users inside and outside of the enterprise in seconds. *Distribute access to all process participants with varying access privileges.*
- ◆ Set and adjust system privileges based on job function and business relationship. *Remove process redundancies without compromise to data security.*
- ◆ Create custom roles corresponding privileges. *Emulate your business processes and value chain on the system instead of modifying processes to fit the software's capabilities.*
- ◆ Grant access to lists, campaigns, and data across the enterprise. *Enterprise-wide knowledge sharing and streamlined list maintenance save time & money.*

User Privilege Controls & Reporting	
User "A" Access Privileges	
Publish	<input checked="" type="checkbox"/>
Export Data	<input checked="" type="checkbox"/>
Reporting	<input type="checkbox"/>
CRM Update	<input type="checkbox"/>

Publishing & Transmission

The tool contains all the functionality your enterprise and external collaborators need to publish and transmit professional looking HTML & Text campaigns in minutes.

- ◆ The BridgeMail System is part of the **Bonded Sender™ trusted Email Broadcaster** program. The program places our servers and customers on over 10,000 ISP white lists. For more information visit <http://www.bondedsender.com>
- ◆ Custom HTML templates enable fast publishing by non-technical personnel. *Some of our customers' non-technical personnel have created elegant HTML emails in less than 5 minutes.*
- ◆ Response-based publishing capability sends follow up emails based on user responses to original emails – *a valuable feature for direct marketers, inbound telesales, and professional sales staff.*
- ◆ Securely enable list rental customers and other external parties to populate and schedule campaigns – *reduces overhead and workflow redundancy.*
- ◆ Graphics hosting & serving
- ◆ Message Preview and Test
- ◆ Campaign scheduling & transmission
- ◆ Campaign sharing capability eliminates redundancy, eliminates potential security issues, and allows immediate distribution of enterprise templates and marketing messages.

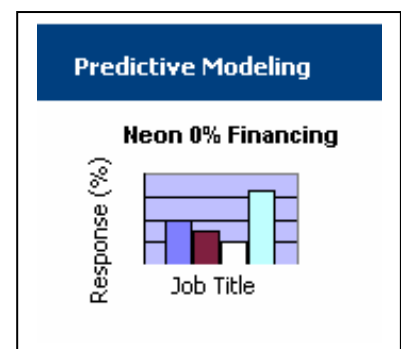
List Management

This component is a powerful central data repository that efficiently updates your subscribers core data in an accessed-controlled environment. Our capability reduces the need for expensive and time consuming data management and enterprise-wide data sharing .

Reports & Analytics

The tool provides detailed performance reports and analysis of demographic responsiveness in a format that is immediately actionable for Direct Marketers, Outbound Sales Staff, and Product Managers.

- ◆ View high-level campaign statistics – Send count, open counts, click counts by offer.
- ◆ View, export, and save responder lists – *a valuable feature for Outbound Sales Call follow up. The feature improves outbound caller close rates by up to 25%.*
- ◆ View and export an analytic breakdown and bar graphs of demographic responsiveness to specific offer – *a valuable feature for New Product Managers and List Buyers.*
- ◆ Allow direct secure viewing to customers and account managers to eliminate report requests to your IT department.
- ◆ Enterprise wide views to campaign activity and results.



Registration Forms

This tool allows the enterprise to capture and immediately load new demographic data into the system for immediate use.

- ◆ Select from dozens of fields
- ◆ Select lists to populate with data
- ◆ Integrate html source into HTML emails and websites.

Product Features

The system is a hosted platform consisting of a tightly integrated suite of essential utilities that **instantly turns direct email communications into a core competency**. No other direct email tool offers the publishing, data management & integration, reporting, analysis, security, and workgroup management capabilities of the BridgeMail System.

<p style="text-align: center;">Publishing & Delivery</p> <ul style="list-style-type: none"> • Bonded Sender™ • Hosted publishing foundry for HTML & Text campaigns • Templates for fast and easy publishing • Image upload & hosting • Registration form integration into emails & web sites. • Hierarchical campaign sharing and privilege controls to maintain messaging and manage creative processes • Personalization • Customizable “From” addresses • Message previews • Tell-A-Friend viral marketing • Multi-part messaging delivers appropriate format to message recipients • Response-based follow ups <p style="text-align: center;">List Management</p> <ul style="list-style-type: none"> • Customizable data fields for list uploads and in-email subscriber data capture. • List deduplication • Upload confirmation reports. • Spam trap scrubbing • CRM Integration available* • Customizable opt-in registration forms and confirmation pages • Segment lists by field data, response history, open history, and message frequency • Storage of an unlimited number of campaigns and lists 	<ul style="list-style-type: none"> • Bounce reporting & management • List activity views into specific user accounts • List sharing • Set user-specific use restrictions <p style="text-align: center;">Reporting</p> <ul style="list-style-type: none"> • View send counts, opens, and clicks by Month and Date Range • View & Export campaign responder lists • Share specific campaign results with authorized users • View & export analytics report of responsiveness by demographic and custom field attributes • View detail bounce reports • Subscriber growth reports <p style="text-align: center;">User Management</p> <ul style="list-style-type: none"> • Easily create user accounts for customers, vendors, and internal users • Share campaigns and list data with system users. • Set specific access and use privileges for system users • Monitor sub account activities from a central Master Account • Manage sales channels • Customize system logo for your company 	<p style="text-align: center;">Application Security</p> <ul style="list-style-type: none"> • <i>Authentication.</i> Verify that system users are who they claim to be and permit access to the right people • <i>Authorization.</i> Authenticated users perform only those tasks they are allowed to execute. • <i>Role Based Access Control.</i> Let each user do their work but disallow access outside of their authorized scope. • <i>Data Privacy.</i> High grade encryption is used to ensure theft prevention while data is in transit. • <i>Session Security.</i> User sessions are uniquely identifiable and not subject to masquerading. Audit trail for each session accurately identifies the associated user. • <i>Non-repudiation*</i>. Important transactions are digitally signed to provide adequate proof of the event. • <i>Audit Logs*</i>. All actions are logged for audit. History may be analyzed to identify use anomalies. • <i>Session Time-Out.</i> Session inactivity leads to session termination. <p>* Feature integrated on a project basis for an additional charge.</p>
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BridgeMail System Pricing

Volume/Month	CPM Rate
0 – 20,000	\$30.00
20,001 – 50,000	\$20.00
50,001 – 100,000	\$15.00
100,001 – 200,000	\$12.50
200,001 – 500K	\$10.00
500,001K – 999,999	\$7.50
1M Minimum	\$5.00

Monthly minimum charge: \$150.00