

ConvergeFx e-mail marketing

Opt-in email marketing campaigns allow you to inexpensively generate new customers and encourage repeat business from your existing customers. You simply provide us with your existing email list and the text & image content for your email promotion or newsletter, and we will take care of the rest!

One-time charge: \$199

\$199 setup fee includes:

- Importing your mailing list (.txt or .csv format and tab, comma, semicolon, or colon delimited)
- Setting up an opt-in form for your website
- Designing a custom template for use in your promotional mailings (up to 1 hour design time; additional time billed at rate of \$35/hr)
- Creating opt-in button or link for your website
- Setting up confirmation and welcome emails for subscribers

Monthly charge:

# e-mails per month	Price
Up to 2,000	\$29.95
2,001 – 10,000	\$39.95
10,001 – 20,000	\$49.95
20,001 – 50,000	\$69.95

Monthly charge includes:

- Formatting of email(s) (using your custom-designed template and text/images supplied by you)
- Delivery of up to 1 email campaign per week
- Monthly report for each email campaign which allows you to measure the success of each campaign separately

Sample: Customized opt-in form for your website

Email Address * Required

First Name

Last Name

Address line 1

Address line 2

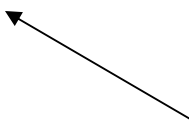
City

State or Province

Other

Zip or Postal Code

Country



We can customize your opt-in form to gather the demographic info that you are interested in. Fields can be required or optional. With the demographic information you collect, you can target your email messages to specific audiences and even personalize them using names.



We can create buttons or text links for your website to allow visitors to opt-in.

When a person opts-in to your list they will receive two emails. The first asks them to confirm their subscription and the second (after they confirm) welcomes them. Both can be configured to use the message of your choice.

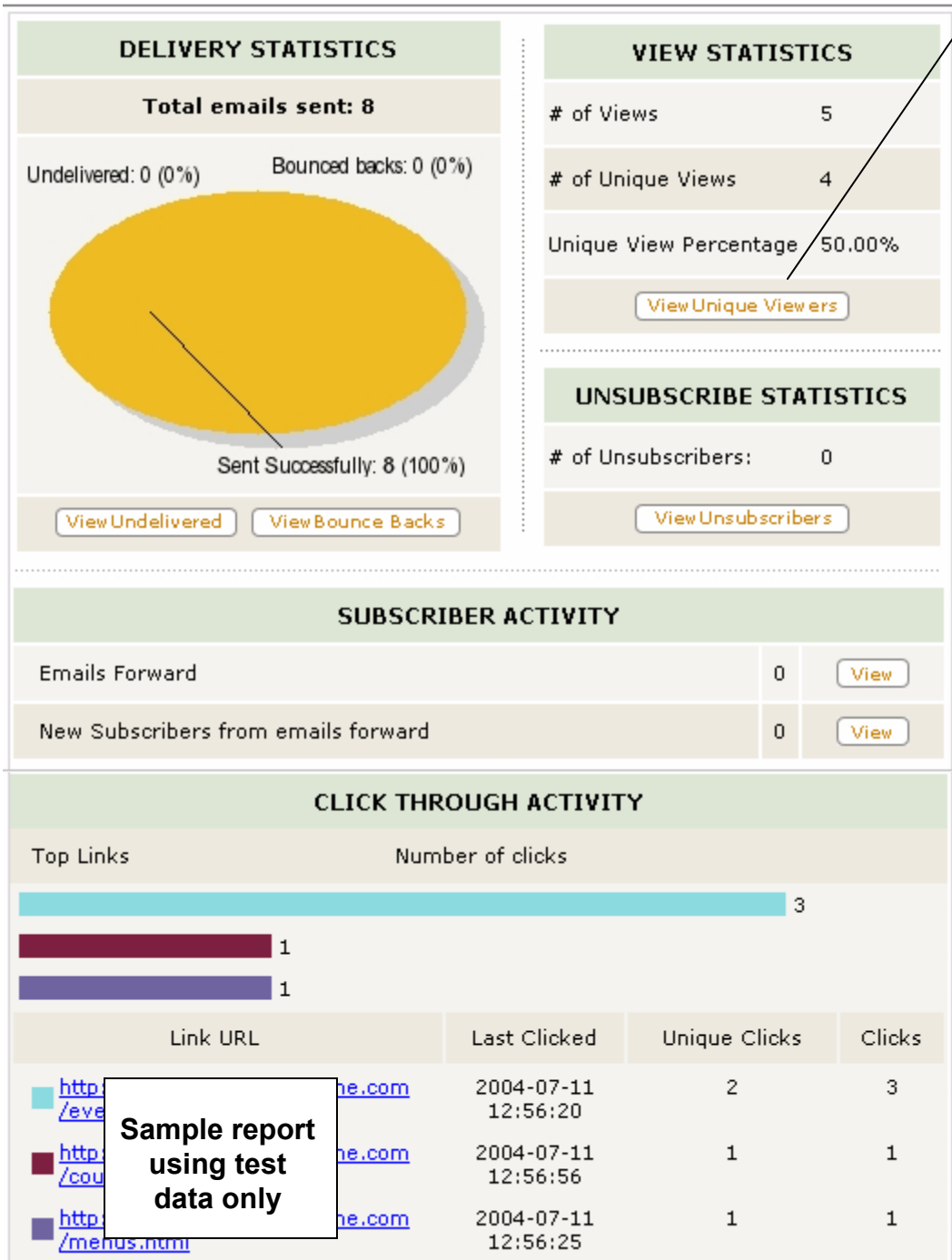
Your messages can be set up in both HTML and Text format to ensure that everyone is able to read them.

Sample Report:

Detailed reporting allows you to see the response to your emails, including who opened your email, how many times they opened it, which links were clicked, and more.

Email	Last View Time	Number of Views
a.	2004-07-11 12:56:17	1
ar	2004-07-11 12:57:30	1
dy	2004-07-11 12:56:53	1
wl	2004-07-11 12:56:41	1

Sample report using test data only



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