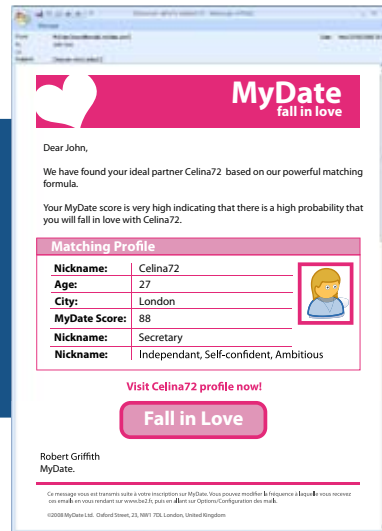


Notification Messaging for Social Networking

Send high volume triggered messages in real time.

One of the challenges in running a fast-growing Social Networking or Dating website is in sending large volumes of triggered e-mail notifications to your members in real time.



Dating match e-mail



Job offer alert e-mail

Real time high volume delivery & marketing relevancy

Our state of the art N.M.P (Notification Messaging Platform) will dramatically improve the performance of your triggered e-mail alerts including:

- Profile update notifications
- Social network activity alerts
- Matching profile alerts
- Dating alerts
- Inbox alerts
- Viral marketing
- Job notifications
- "Forgotten password" notifications
- Welcome e-mails



Easy to use template management user interface

Your marketing team no longer need to deal with your IT department to change creative, copy and offers.

With the Campaign Commander Social Networking Module, differentiate your triggered alerts from 'Bacn' and 'Spam' by adding branding and targeted marketing offers in your messages.



Notification Messaging Platform

Notification Messaging for Social Networking

Features

Robust e-mail notification infrastructure.

Dedicated Notification Messaging Platform (NMP)

Branding, personalisation and dynamic content management system.

Compatible with premium whitelisting programmes such as Goodmail CertifiedEmail and ReturnPath Sender Score Certified.

State of the art deliverability infrastructure, dedicated IP and authentication standards.

Powerful e-mail creative and template management user interface.

Detailed response reports: open rate, click through rate, conversion rate, bounce and complaint rates.

List Hygiene Tools: automated bounce and complaint feedback loops.

Benefits for Marketers

1 High volume capacity & performance that never breaks down.

2 Immediate delivery of time sensitive alerts and notifications.

3 Easily add marketing offers or ads in your daily or weekly triggered communications - No IT department action required.

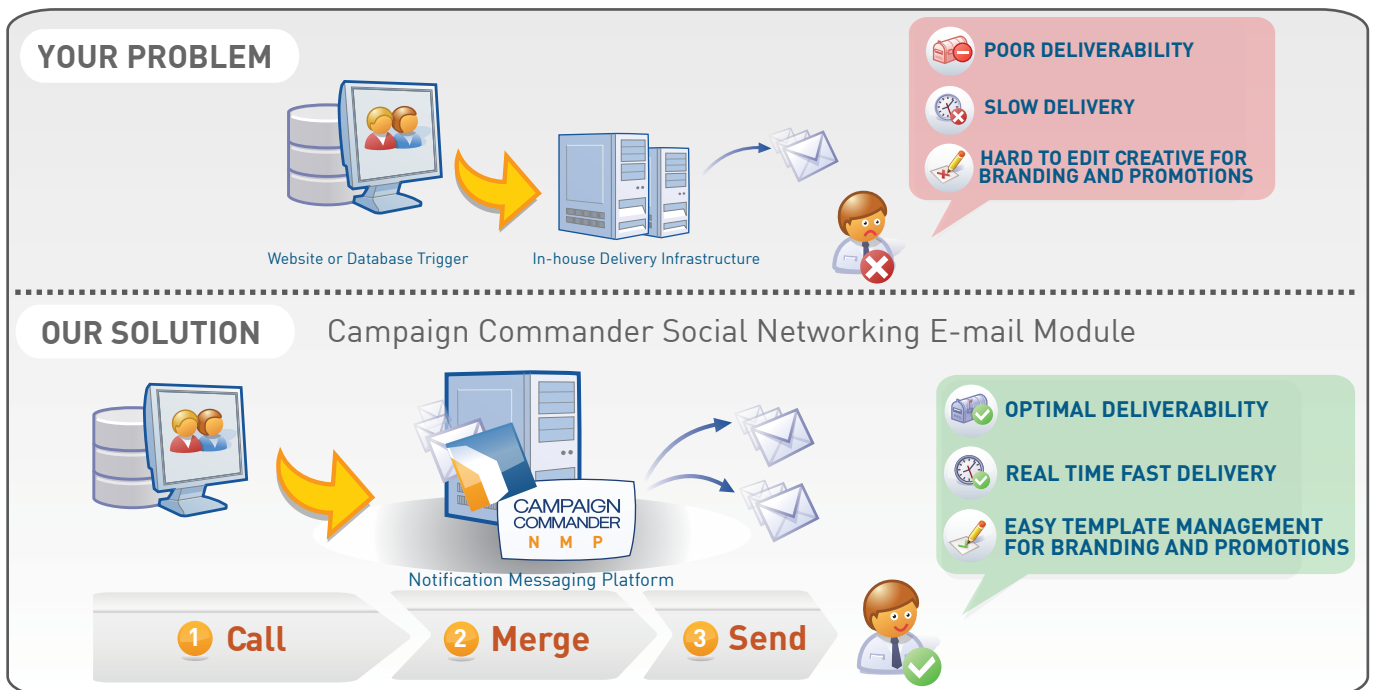
4 Assured Inbox Delivery with AOL, Yahoo! and Hotmail.

5 Ensure your notification e-mails really reach your customer's Inboxes.

6 Design and modify notification message templates easily and with no IT department involvement.

7 Analyse response and optimise your offers on the fly.

8 Your lists remain clean automatically.



ABOUT EMAILVISION - Emailvision is a global market and technology leader in on-demand software for email marketing automation. The Emailvision flagship product, Campaign Commander™, has become the benchmark software service for the E-commerce and publishing industries. Emailvision has a staff of over 150 and offices in the major markets including USA, France, Germany, UK, Switzerland, Spain and Benelux.

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