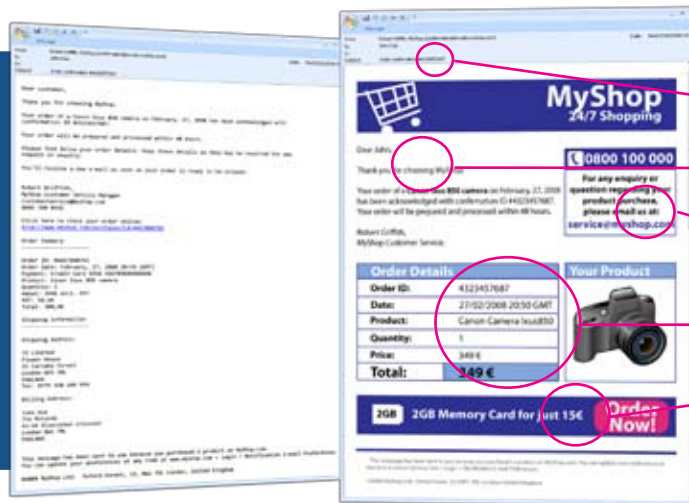




Notification Messaging for Transactional E-mail

Open a new sales & marketing channel with your transactional e-mail messages.

With the Campaign Commander™ Transactional E-mail Platform, transform your service-based messages into revenue-making opportunities.



Before

After

- Transactional info in subject line
- Customer friendly personalised text intro
- Customer Service help & contacts
- Dynamic content with order details
- Product up-sell and promotional offers or Banner Ad

Real time high volume delivery & marketing relevancy



With the Campaign Commander™ state of the art Notification Messaging Platform (NMP), you can easily optimise several types of Transactional E-mails for marketing, including:

- Order and service confirmations
- Shipment notifications
- Reservation confirmations and e-tickets
- "Available now" notifications
- Billing and payment notifications
- Cancellations, returns, refunds, rebates, and bonuses
- Information enquiry responses
- Product Warranty information
- Periodic account balance notifications

“A virtually untapped opportunity for marketers”

« Transactional emails [...] get opened and clicked on a lot. This is a virtually untapped opportunity for marketers. Automatically generated transactional email has historically been one dimensional, managed by IT rather than marketing, and informative rather than provocative. [...] More marketers should include cross-sell and upsell messages in transactional email or ask transactors to opt in to their ongoing email programs. »

Source: Forrester Research, Inc, 2008



Notification Messaging Platform

Notification Messaging for Transactional E-mail

Features

Branding, personalisation and dynamic Content Management System.

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

Robust Transactional E-mail platform.

Dedicated Notification Messaging Platform (NMP)

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

Powerful e-mail and template creative management system with CMS capabilities.

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

List Hygiene Tools: automated bounce and complaint feedback loops.

1

Easily add marketing offers or ads in your transactional messages - No IT department action required.

2

Assured Inbox Delivery with AOL, Yahoo! and Hotmail.

3

High volume capacity & performance that never breaks down.

4

Immediate customer reassurance with confirmation of transaction and upsell/cross-sell promotion.

5

Ensure your transactional e-mails actually reach your customer's in-boxes with maximal marketing impact.

6

Increase your marketing and IT team productivity.

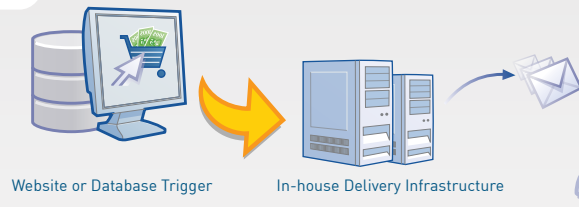
7

Read, react and optimise your marketing offers on the fly.

8

Your lists remains clean automatically.

YOUR PROBLEM



- POOR DELIVERABILITY**
- SLOW DELIVERY**
- HARD TO EDIT CREATIVE FOR BRANDING AND PROMOTIONS**

OUR SOLUTION

Campaign Commander Transactional E-mail Module



1 Call

2 Merge

3 Send

- OPTIMAL DELIVERABILITY**
- REAL TIME FAST DELIVERY**
- EASY TEMPLATE MANAGEMENT FOR BRANDING AND PROMOTIONS**

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.

USA

Tel : +1 646- 495- 6216
www.emailvision.com

NETHERLANDS

Tel : +31(0)20-491 9857
www.emailvision.nl

UK

Tel : +44(0)20 7268 3046
www.emailvision.co.uk

BELUX

Tel : +32(0)2 761 75 75
www.emailvision.be

FRANCE

Tel : +33(0)1 41 27 27 17
www.emailvision.fr

SPAIN

Tel : +34 93 183 87 00
www.emailvision.es

GERMANY

Tel : +49(0)4030603 0
www.emailvision.de

SWITZERLAND

Tel : +41(0)22 747 78 88
www.emailvision.ch