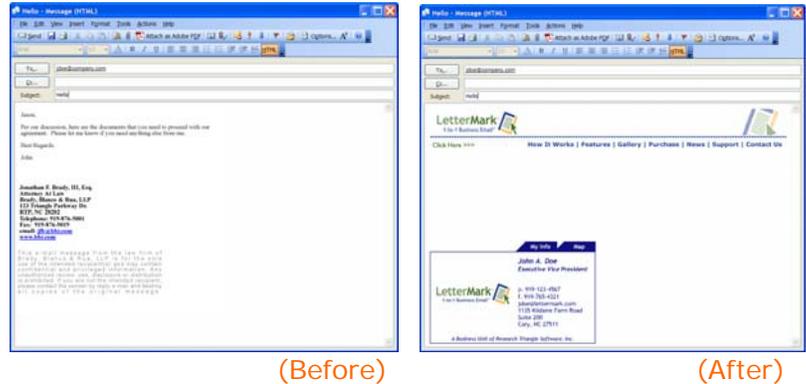


Add power to your email!

The LetterMark™ system adds branding, web-integration and enhanced contact information to your daily email. A sophisticated, robust solution, it capitalizes on email contact to extend your brand, promote your products and services and drive customers to your website, privately and securely.



(Before)

(After)

MEASURING ROI

What is the ROI of your letterhead? Your business cards? Your website? LetterMark email has several dimensions; it's like using letterhead on your email; you're giving out your business card with every email; you're putting a piece of your website in every email you send. If you have an ROI model for those elements, the value of LetterMark can be readily determined.

LetterMark email ROI can also be calculated using models similar to those used for advertising such as direct mail, newspaper ads, and mass email campaigns. As these models are more universal, they form the basis for ROI calculations as shown below.

COMPARE THE VALUE TO TRADITIONAL MARKETING METHODS

A higher response rate is only one advantage of LetterMark email when compared to other forms of direct marketing. Your company also benefits from:

- one-click download of the sender contact information
- deep-linking to any location on your website
- increased web-site traffic, typically 25-30%
- on-line reporting of template click-throughs and vCard downloads
- Dynamic Republishing; since the LetterMark templates are downloaded from the server at view time, the information is never out of date, even in archived messages
- an incredible ability to leverage the thousands of emails your employees are sending every year!

THE POWER OF 1-1 EMAIL:

Consider a company with 200 employees X 20 emails/day = **1 million emails each year!** Because your employees are sending business emails to highly targeted recipients, the "response rate" will be significantly higher than that of traditional direct response marketing methods.

Assuming a conservative 5% response rate from LetterMark email, that means 50,000 responses each year. What would it cost to achieve a similar number of responses using other marketing methods?

Program	Response Rate	Impressions Needed	Program Cost	Cost/Response
Mass Email	1.12%*	4,464,286	\$89,285	\$1.78
Direct Mail	1.88%*	2,659,575	\$1,196,808	\$23.93
Newspaper Ad	0.09%*	55,555,556	\$3,000,000	\$60.03
Magazine Ad	0.13%*	38,461,539	\$1,148,400	\$22.97
LetterMark Email	5.00%	1,000,000	\$15,000	\$0.30

**From eMarketer, Inc., May 2005*

When you consider the untapped potential of 1-1 email, something your employees are sending already, there is no way to achieve a higher ROI than LetterMark email!