

# EMAIL & FAX BROADCASTING LETS YOU TRACK YOUR PROGRESS IN BUILDING RELATIONSHIPS.



If you remember, the first great attraction that drew innovative marketers to try out email and fax broadcasting was the incredibly low cost.

Those two media allowed marketers to reach millions of prospects with unprecedented speed and economy. And, early on, most marketers could not imagine anything better than that.

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**When savings and speed were the focus of email marketing, INTEGRAM quickly set the pace**

INTEGRAM's experience with email blast technology began with a call from Network Solutions when both of our companies were just getting started. They wanted to send 2.5 million personalized e-mails in 24 hours—something which had never been done before—and we rose to the challenge, locating and modifying a software engine developed by a company in Norway.

That same engine would later be used by Microsoft in developing Hotmail. At the time, though, all we knew was that it did the job so well, the client had us stop at 1.5 million e-mails sent.

At that point, response was so high that it was crashing their servers, resulting in a tripling of the volume of their business. And that was INTEGRAM's introduction to e-mail broadcasting.

As more and more high-volume emailers came online, though, a clear reality quickly emerged: Most early broadcasting providers had no experience with direct response—and no real understanding of testing and targeting.

And so email boxes everywhere were soon flooded with thousands of announcements from organizations and individuals very happy to be communicating free



*When contacts receive and respond to emails these days, you should get back crucial data that will guide you in maintaining strong relationships.*

of charge. But very inexperienced at delivering messages of value.

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**Today, INTEGRAM's Inte-Net® email is redefining "responsiveness" for customer-focused organizations**

It's really not hard for any IT department to blast out emails these days. What is difficult is targeting the right segment of your audience with the right message, compiling their responses, processing opt-out requests and handling a high volume of responses in a timely—and ideally, automated—manner.

Successful email is about timeliness, targeting, and impact. We've found email to be the perfect complement to the USPS Intelligent Mail Barcode system. IMB makes it possible to track direct mail pieces individually, confirming deliveries, and alerting us to exactly when your mail is delivered. At that critical point, an automated email message to your client or prospect can alert them of the delivered

*(over, please)*

message, doubling the impact of your important communication.

Again, the technology required to e-mail numerous contacts efficiently is easy to find. Developing the messages and methodologies for focusing in on your prime prospects—and ranking respondents by their potential value to you—is not.

INTEGRAM's pros draw from their exceptional expertise in direct response marketing to help develop and manage e-mail campaigns that work. And that means they focus in on—and connect with—your best clients and prospects...individuals who are well-informed, expectant and eager to act.

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### **INTEGRAM provides you technical wizardry with a human touch**

Here are some of the advanced technical features that our Inte-Net e-mail service provides:

- Limitless scalable output capacity
- Seamless and transparent delivery
- Personalized or generic messages
- HTML messages with enhanced graphics or text only message
- Media optimization



*Email offers opportunities for interactive communications that cannot be ignored. Responses should prompt replies that help you focus in on your contacts' needs.*

- Real-time reporting
- Data segmentation
- Maximum security
- Data response management capabilities
- Open rate reports
- Comprehensive click thru reporting of multiple links
- Opt-out/remove request management
- Reply message filtering and response categorization
- Sophisticated auto-response messaging

All that technology will let you do some things that are not technology focused at all: Create, deliver, and follow up on email communications campaigns that create personal connections with your valued prospects—and can also keep your current contact base feeling valued, informed and eager to hear from you.

Talk to your INTEGRAM customer service rep today to learn how your e-mail campaigns can help you identify and respond to the needs of each of your audiences like never before.

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### **Inte-Fax® fax broadcasting lets you extend the life of your fax lists**

As we've all seen, fax communications are fading away, just like many other once-essential office technologies have.

A lot of effort and/or expense, however, may have gone into obtaining your database of fax numbers, and so INTEGRAM will gladly help you design and execute programs that pare that database down to current fax users, and then maximize the value of that audience.

You may, for instance, offer special incentives to fax users, or develop programs that encourage the migration from fax to email.

Or perhaps you have some contacts who still prefer to receive certain communications via fax, and don't seem ready to change.

In every case, INTEGRAM's Inte-Fax service has the flexibility and functionality to let you address your

remaining fax audience efficiently and effectively.

Your faxes can be highly personalized. Professionally—and affordably—designed. And can each appear to have come directly from your offices.

INTEGRAM's Inte-Fax service offers:

- Same day service
- Domestic and international delivery
- Personalized or generic messages
- Graphic & design support
- Only charge for successful faxes
- Three attempts per number
- Detailed transmission reports

Get in touch with an INTEGRAM customer service rep today, and let's discuss how your remaining fax users can be treated like valued contacts...even as you encourage their migration to more modern media.

**INTEGRAM's Inte-Net and Inte-Fax—state-of-the-art email and fax broadcasting services—do much more than just deliver any quantity of communications quickly and affordably.**

**They also offer you targeting, personalization, tracking and response options that will constantly increase your understanding of your audiences and their needs. Call INTEGRAM today—at 1.800.732.4138—and let's discuss just how powerful and personal your email and fax connections can be.**



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**INTEGRAM is Ready to Respond. Call now: 1.800.732.4138!**