

Transform E-Mail into a Powerful, Effective Marketing Solution



Rich e-mail Marketing

Kellen Interactive
Online Communications Solution

www.richemailmarketing.com



THE FUNDAMENTALS:

WHO: Kellen Interactive provides full-service Internet and online communications solutions, including rich media e-mail marketing. Kellen Interactive has offices in Atlanta, New York, Tucson, Washington D.C. and Brussels.

WHAT: Kellen Interactive's unique messaging system delivers branding, rich content, personalization and tracking. By creating and delivering dynamic, interactive messages optimized for the recipient's e-mail system, Kellen Interactive fills a critical gap in the online communications process. Anywhere from a handful to hundreds of thousands of messages can be delivered quickly and efficiently, featuring text, graphics, photos, video, animation and other rich media, streamed into e-mail. For your marketing campaign, we can write, design, develop and deliver your message in a highly effective manner. **This marketing vehicle has been proven to increase customer loyalty and increase response rates by 10 times over traditional methods.**

WHAT ELSE: The e-mail messages are small in file size and easily viewed, requiring no downloads, plug-ins or waiting. And in this age of viruses transmitted via e-mail, Kellen Interactive has the perfect solution — our messages are sent without attachments; instead, any attached documents or files are retrieved directly from Web servers. And, maybe most important, we will provide – via convenient Web-based tracking reports – **detailed information about sends, opens, click-throughs and more, on an individualized basis.**

WHY: Kellen Interactive's unique e-mail marketing solution provides you with consistent branding, customization, measurable ROIs, cost-effectiveness, and impact. Research has shown that response rates average **5-15% for e-mail marketing vs. 005-1% for direct mail marketing — and at a fraction of the cost. And, the rapid response rates for e-mail marketing averages 80% return within 48 hours, compared to six to eight weeks for traditional direct marketing methods. In sum, this online communications solution is revolutionary, powerful and effective!**

WHAT NEXT: Contact Josh Linard at Kellen Interactive to arrange a demonstration. E-mail: jlinard@kelleninteractive.com or call 404-836-5050. And visit www.richemailmarketing.com for more information about our broad range of Internet-related services.



CLIENT SERVICES:

Overview

The e-mail marketing experts on our Client Services team work with customers to enhance every aspect of e-mail marketing initiatives.

Leveraging Kellen Interactive's practical, cutting-edge technology, our suite of services offers e-mail marketing flexibility ranging from full service to individual services. Regardless of how complex the message, or in-depth the integration with existing business systems and Web sites, our Client Services team is dedicated to ensuring success.

Strategic Services

We work with marketing and communication professionals who need help either taking the first step in implementing an e-mail marketing initiative, or who need to figure out how they can improve existing efforts and maximize e-mail marketing value.

We give our customers access to industry best practices on e-mail marketing and insightful guidance on the creation, execution and analysis of e-mail campaigns. Our extensive knowledge base and cutting-edge technology provide a powerful backdrop for every strategic discussion, helping customers set campaign goals, develop effective strategy and execute plans to achieve these goals.

Our services include:

- Strategic Communication and Policy Strategy
- Program and Campaign Planning
- Opt-in List Development Strategies
- Customer Communication Strategy Assessment

Tactical Services

Kellen Interactive's Client Services team plans, executes and analyzes mailings and campaigns on behalf of customers, giving them choices ranging from individual service options to a total hands-off option. Marketers can outsource everything from list upload and management to actually pressing "Send" and launching a campaign.

Client Services' Tactical Services gives marketers an option when they don't have the internal resources to manage campaigns. When it's just results and the peace of mind that campaigns are being executed effectively, marketers turn to Client Services for:

- E-List Brokerage
- Electronic Change of Address (ECOAA)
- E-Mail Append
- E-List Hygiene
- Campaign Management
- Reception Testing
- Custom Reporting
- Custom Technical Solutions



Creative Services

Kellen Interactive's Client Services team helps customers develop creative design for e-mail marketing initiatives, working to craft powerful, high-impact messages, campaigns and programs. Whether it's a decision about color schemes

and illustration effects or a question on which lines of copy to use, marketers can utilize these services to develop highly effective messages.

Client Services is able to take advantage of both an internal team of talented, professional designers and HTML experts, as well as the tremendous amount of creative talents through our team. Either way, marketers can be assured that seasoned creative teams are available to help.

Because Kellen Interactive supports such a wide range of creative elements, including rich media like Flash animation, audio and video, marketers do not have to limit themselves when deciding what creative content they would like in their messages.

- Message Template Design
- HTML Design
- FLASH, Video and Audio creation
- Landing Page/Microsite Design
- Copywriting

PRODUCT OVERVIEW:

Kellen Interactive's innovative and powerful permission-based e-mail marketing services ensure relevant, timely and consistent messaging.

Kellen Interactive gives marketing and communications professionals sophisticated e-mail marketing technology that provides increased control over campaign processes and seamless integration with existing systems and databases. High-impact, measurable, cost-effective and easy-to-use, Kellen Interactive stands out as the ideal solution for **loyalty or acquisition campaigns, promotions, e-bills, surveys, newsletters, invitations, e-commerce, automated receipts, sales presentations, training videos, customer service messages and more.**

Kellen Interactive automates e-mail marketing and customer communication management best practices through a variety of expert systems, minimizing IT involvement and streamlining processes while enhancing customer relationships.

Kellen Interactive's systems enables users to:

Coordinate and Control Multiple Groups — Enable multiple groups to work together easily, while retaining content and branding control

Deliver high-impact, highly relevant messages — Customers receive timely, relevant messages that stand out from other e-mail



Understand Customer Interests — Analyze and profile recipient behavior. Extract important data to shape business decisions and marketing efforts

Avoid Expensive Resources — Nearly every technical task of sending campaigns is

automated allowing marketers to focus on customers and content

Easy Implementation and Integration — Seamless integration of e-mail marketing into existing CRM systems and customer contact databases.

Product features:

- HTML import
- Link customization
- AOL optimization
- Video, audio and image import
- Text only alternatives
- Bandwidth detection for video
- PowerPoint import
- Click through capabilities for video and audio
- Flash import
- Forward-to-a-friend
- File attachments
- Personalization
- Scheduled and automated mailings
- Opt-out, opt-in and edit profile
- Global message settings
- Personalized hyperlinks
- Https support
- List Management
- List import
- List purge
- List export

- Opt-in management
- List queries
- Opt-out management
- List merge
- Custom Opt-in and edit profile forms
- Real-time tracking metrics
- Compare results across mailings
- Detailed reporting data
- Results based list creation
- Comprehensive tracking across campaign
- Wide range of event triggers
- Support mailings to lists and queries
- Ability to edit mailings after campaign starts
- Opt-in and Opt-out control across campaigns
- Existing software integration
- Full customer service and support
- Organization administration
- Send Optimization
- Bounce detection
- Global Content Distribution Network
- Message Composition
- Organization administration

ALSO.....

- 100% J2EE application
- XML interfaces and JAVA API for easy customization
- Port 25's PowerMTA SMTP engine
- Exclusive license to ReturnPath's Smart Bounce technology
- IBM co-location facilities (redundant OC3s, 100Mbps connectivity)
- Akamai EdgeSuite worldwide content distribution
- Macromedia JRun application servers
- IBM AIX servers, in a high availability cluster configuration, are used for critical application and database servers
- Oracle 9i database
- 24-7 automatic monitoring

**RICH E-MAIL MARKETING AND KELLEN INTERACTIVE...
A WINNING SOLUTION FROM CONCEPT TO FINISH!!!!**

