



What if you could...

Develop sophisticated emails without having to rely on outside help or an IT investment?

Dynamically generate and deliver personalized emails based on your customers' preferences?

Leverage your email technology and existing customers to quickly add more subscribers to your opt-in lists?

Analyze the results of your email campaigns in real-time, as opposed to waiting for someone to run a report for you?

Create and embed custom surveys in your emails to capture additional customer preferences?

digiMedia offers an email solution, **digiMail™**, that maintains just the right balance of ease-of-use and sophistication to help organizations of any size create, deliver, and track personalized emails sent to targeted customer segments. The **digiMail™** solution is built to scale in features and functionality as the needs of your organization grow. Whether you're just beginning to build an email marketing initiative or want to take your programs to the next level, we've built just the right mix of tools to meet your needs.

At digiMedia we go beyond the tools you expect and include the unexpected... Use email surveys and forward-to-a-friend capabilities to make your emails more than just a way for you to talk to your clients; put your emails to work to learn more about your existing customers and to acquire new ones.

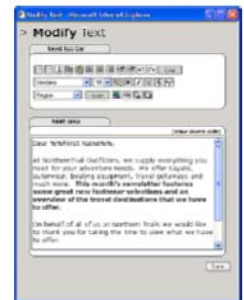
With **digiMail™**, you can quickly create, deliver and track sophisticated emails today. As your needs grow, so do our solutions. Clients who begin with the **digiMail™** core solution can easily migrate to the Retail/Direct Marketing solution or Enterprise Solution.

Step-by-Step Wizards

If you are less familiar with technology, the digiMedia core solution comes standard with a set of tools to easily build HTML emails leveraging pre-built, fully customizable templates. No code writing is needed to change images, add personalization, build dynamic content, create links, or format look and feel.

HTML Paste

If you have a deeper level of HTML technology, you can forego the use of the wizards and use the HTML Paste functionality to maintain full control over the email creation process. You can paste in email content or use the paste functionality to create custom email templates.



Personalization and Dynamic Content

If you are just beginning your email initiatives you may very well be in the early stages of developing an opt-in database. Perhaps what you know about your subscribers is limited to emails and a few pieces of demographic information. You can use **digiMail™** to personalize each email. As you learn more about your customers and your database grows, you can begin to profile and segment your customers and customize each email with dynamic content.

DigiMedia Solutions

800.720.4070
770.558.6746
f. 770.558.6745

digiMediaSolutions.com



Direct Marketing Tools



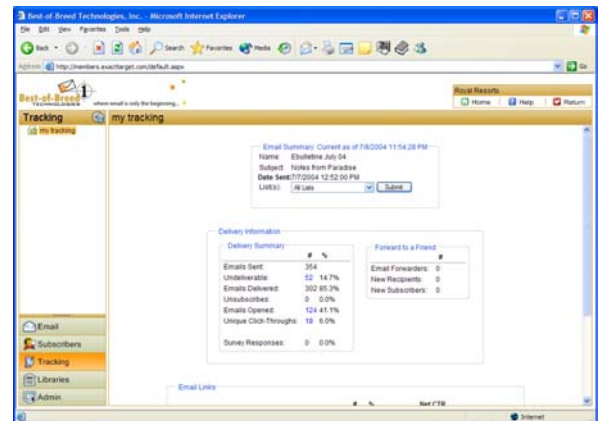
Viral Marketing

It is quite possible that email marketing may be your primary marketing vehicle; there are not too many other initiatives targeted at acquiring new customers. The **digiMail™** core solution makes viral marketing possible by simply inserting the Forward-to-a-Friend button. For those organizations who have developed an intranet site, the solution can also capture new subscriber requests from

Conversion Tracking

Simply having an understanding of how many emails were sent, opened and passed on may be enough for you. The **digiMail™** core solution takes tracking further and provides more robust, online data which can be further analyzed to drive better results in the future. For larger organizations that may already have access to tracking from an IT department, **digiMail™** now provides you the information more quickly and easily.

The ability to capture the number of leads and subsequent sales conversions is a critical metric in determining which product or service you're promoting is really working and really profitable. The **digiMail™** Conversion Tracking tool seamlessly integrates with web sites to track valuable information and provide you the data to know which campaigns are maximizing ROI.



ask for a demo... you'll be amazed at how much data you can capture!

- demographics
- buying history
- preferences
- renewal dates
- market segment
- lifestyle
- birthdate

Segmentation

Using an intuitive desktop wizard, you can easily create customer segments based on demographics, transactional history, and subscriber preferences; or, let the system create segments based on random sampling or nth sampling techniques.

digiMail™'s segmentation tools make it easy to test email messaging and content to smaller audiences – segments – to systematically determine what elements prove most successful to which audience.



Analyze Results

Your survey results begin posting immediately after you send a survey. View the number and type of responses to each question and quickly analyze the opinion of your subscribers. Use this valuable data to create more valuable content in future newsletters, or to fit your services more closely to the needs of your subscribers and customers.

View Tracking - Email Results
Current as of 4/4/2002 12:14:49 PM

Email Information
Name: NorthernTrails April Monthly Newsletter
Subject: Save big \$\$\$
Date Sent: 4/4/2002 8:59 AM
List(s): Customers

Delivery Information

Delivery Summary			Forward to a Friend	
	#	%		#
Emails Sent:	20000		Email Forwarders:	165
Undeliverable:	900	4.5%	New Recipients:	190
Emails Delivered:	19100	95.5%	New Subscribers:	114
Unsubscribes:	78	.4%		
Emails Opened:	10250	51.2%		
Unique Click-Throughs:	1200	6.0%		
Survey Responses:	1435	7.0%		

[Survey Details](#)

Survey Details

Question #1: How would you rate our customer service?

	#	%
Excellent	344	24%
Good	531	37%
Fair	416	29%
Poor	143	10%

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770.558.6746

f. 770.558.6745

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Surveys can be added to your account for a small subscription fee. Contact your account representative to find out more.



License & Delivery Fees

Corporate Account Annual License \$ 750

- Product Training
- Template Creation Tools
- Email Building Tools
 - HTML Paste and Rich Media Support
- Content and Image Management
- List Management Tools
- SPAM & Filter Protection
- Online Tracking Tools
- Online Help and User Guide
- Technical Support and Ongoing Product Enhancements

All of these features are included with the annual license.

Monthly Email Fees

<u>Emails Sent</u>	<u>Cents Per Email</u>
1 - 25,000	7.0
25,001 - 50,000	5.0
50,001 - 100,000	3.5
100,001 - 250,000	3.0
250,001 - 500,000	2.5
500,001 - 1,000,000	2.0
Over 1,000,000	Negotiable

Annual Options

Private Labeling	\$ 750
List Builders	
- Web Site Email Address Collection Tool	No Charge
- Forward to a Friend	No Charge
Libraries	
- Document (Up to 100 MB Storage)	\$ 495
- Survey Tools	\$ 495
- Comstock Photo Discs	\$ 129 & 199
DM Tools	
- List Targeting (Random and Nth Number Sampling)	\$ 250
- Subscriber Profiles & Segmentation (10 Attributes & 1 Million Subscribers)	\$ 1,500
- Dynamic Content & Subscriber Profiles (20 Attributes & 1 Million Subscribers)	\$ 4,500
- ROI Conversion Tracking (Up to 1 Million Monthly Emails & 10 Web Pages Tracked)	\$ 1,500

Payment Schedule

\$750 Annual License + Option Fees at Sign-up
Messaging Fees Paid Monthly

p. 770.558.6746

f. 770.558.6745

info@DigiMediaSolutions.com

Attachment A- Pricing



Enterprise Solution Sales Channel Edition

Implementation		Determined following project scope evaluation*	
<p>ExactStart is a comprehensive implementation program designed to get you up and running quickly with the least amount of disruption to you. The ExactStart program includes the following elements:</p> <p>*Dedicated Implementation Consultant *Onsite Training for Admin Users *Evaluation of Email Program and Strategy *Implementation Methodology *Deliverability Consultation *Data Integration & Consultation</p> <p>* Final price quote submitted with completed implementation needs analysis.</p>			
Annual License		\$15,000	
<p><u>Core Product Functionality</u> Template & Email Editors Online Campaign Tracking Content and Image Libraries Subscriber Management Tools Online Help and User Guide Dedicated Customer Service and Technical Support</p> <p><u>Direct Marketing Tools</u> Subscriber Profile (Up to 2 Million Subscribers and 20 Profile Attributes) List Segmentation Tools Conversion Tracking (Up to 2 Million Monthly Emails & 10 Web Pages Tracked) Dynamic Content and Personalization</p> <p><u>Integration Solutions</u> Access to Data Integration Tools (API Builder & Data Integration Guide)</p> <p><u>Sales Channel Architecture</u> On Your Behalf Model Create targeted messages at a corporate level. Each email is dynamically personalized with the content and email address of the local channel member.</p> <p>Lock & Publish Model Lock approved, branded content and publish to your sales channel. Channel members "localize" the message and deliver to their customers.</p>		<p><u>List Builders</u> Website Data Collection Viral Marketing</p> <p><u>Libraries</u> Document Library (Up to 100 MB Storage) Survey and Form Library</p> <p><u>Admin Tools</u> Admin Panel (Ability to Add and Manage up to 5 User Logins) BrandBuilder Reply Mail Management (Up to 2 Million Monthly Emails)</p>	
Channel Member Accounts		Annual Fee per Member*	
1 - 50 Channel Member Accounts		\$	500
51 - 100 Channel Member Accounts		\$	400
101 - 250 Channel Member Accounts		\$	300
251 - 500 Channel Member Accounts		\$	200
500 + Channel Member Accounts			<i>Negotiable</i>
* Channel Member Accounts include Core Product Functionality only. Contact Account Representative for pricing packages for additional product functionality, web-based training and support packages for Channel Member Accounts.			
Minimum Monthly Messaging Packages			
50,000 Monthly Emails (2.5 cents per email - locked rate)		\$	1,250
100,000 Monthly Emails (2.0 cents per email - locked rate)		\$	2,000
250,000 Monthly Emails (1.7 cents per email - locked rate)		\$	4,250
500,000 Monthly Emails (1.3 cents per email - locked rate)		\$	6,500
1,000,000 Monthly Emails (1.0 cents per email - locked rate)		\$	10,000
Ala Carte Options			Annual Fee
Premium Sender Program (Private IP & Monitoring, Bonded Sender™: Up to 500,000 Monthly Emails) <i>A one time set-up fee of \$1,500 is also required, taking total cost for first year to \$5,000</i>			\$3,500
Inbox Detective (ISP Delivery Testing, Advanced Content Testing and 2 Monthly Reports) <i>Includes \$1,500 annual license fee and \$150 monthly reporting fee</i>			\$3,300
Virtual Branded Domain (Replace ExactTarget with Branded URL - Requires Private Label & SSL Certificate)			\$2,500
Integration with Salesforce.com (Requires Salesforce.com Enterprise Edition)			\$3,000
Comstock Photo Discs			\$129 & \$199