



www.eyemailinc.com



EyeMail™ is the state of the art next generation of email, delivering instant-play audio and video communications, in any language, directly to the email inbox. The **EyeMail™** marketing and communications technology combines sight, sound, video and interactive features that comes to life the moment you open your email. **EyeMail™** is designed to capture your audiences attention, deliver your message across with impact, build strong lasting relationships and increase ROI response and conversion rates by over 65%.

Email today is the equivalent to watching a black and white silent movie, where you read subtitles. It lacks appeal and does not inspire action. EyeMail™ is like watching high-definition television, it is alive, engaging, personable, but most of all memorable.

Our technology delivers engaging content that connects your brand directly to your target audience. Personalized customer

connections deliver a consistent increase in customer action, via: direct sales, page views or click throughs. EyeMail Inc. integrates proven methodologies and industry leading services expertise to help increase your multichannel marketing efforts and results to new levels of conversion.

Our e-commerce-enabled features allow viewers to navigate with one click to

specific pages, conduct live broadcasts, chat online and a real-time "click-to-call" telephone function that connects customers to a live person.

The technology provides premium delivery and tracking capabilities to include: open rates, click-through's, forwards, bounce-backs. Metrics Tracking is real-time.

OUR SERVICES CAN BE ENGAGED IN MANY DIFFERENT CAPACITIES, INCLUDING:

FULL SERVICE MODEL

Concept to completion including creative strategy, copy, design, development and quality assurance.

PRODUCTION MODEL

Client provides design files and we encode, compress and upload into the **EyeMail™** System.

COLLABORATIVE MODEL

We work with your agency or internal marketing departments to support them as needed.

EYEMAIL™ IS CURRENTLY DELIVERED IN FOUR FORMATS: VIDEO, VIRTUAL, FLASH AND AUDIO.

EyeMail™ is available in English, Spanish, French, Dutch, Portuguese, Italian, German, Russian, Chinese, Japanese, Korean, and several other languages.



VIDEO



VIRTUAL



FLASH



AUDIO

COMPETITIVE ADVANTAGES

- Full personalization
- Video is delivered inside the email and plays immediately
- 4-15k small files sizes
- Full tracking and list management
- Works in your preview pane
- No special software or downloads required
- The video plays automatically with a click, rollover, or direct play options
- Highly flexible targeting and segmentation capabilities
- Safe and secure, 100% virus free
- Click-through rates typically 5-8 times higher than traditional text email



BUSINESS APPLICATIONS

DIRECT MARKETING - B2B & B2C

- Product Promotions
- Sales & Marketing Tool
- Advertising
- Corporate Communication
- Charitable Campaigns
- Product & Services Introduction

EVENT PROMOTION

- Event Invitations & Reminders
- Exhibition reminders
- Post Event Follow-up
- Product Launch
- Web Seminar/Virtual
- Event Promotion

INTERNAL COMMUNICATIONS

- Corporate Communications
- Sales Team Management
- Health & Safety
- Sales Team Management
- Team Briefings
- Training and Education

CUSTOMER RELATIONSHIP MANAGEMENT

- Customer Retention
- Increase Brand Loyalty & Awareness
- Call Center Follow-up
- Build stronger Customer relationships
- Customer Service
- Newsletters

PUBLIC RELATIONS

- Fund Raising
- Investor Relations
- Online Response Questionnaires
- Political Campaigns
- Public Information
- Auto Responders

COMPETITIVE ADVANTAGES

- Ability to personalize communications
- Instant-Play video content
- Delivery at 4-15k in size
- Options include: click to play, rollover or instant-play
- Call to action integrated platform
- Leading edge patent-pending technology
- Next generation of email
- Provides a competitive advantages over your competitors



CLIENTS & CAMPAIGNS:



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INTERNATIONALLY RECOGNIZED & AWARD WINNING TECHNOLOGY

- Winner of the CBS television show "The Next Tycoon"
- Emerging Business Honoree presented by Women in Technology
- Finalist, The Stevie Awards for Women in Business (in two categories)
- * Technology Innovator & Most Innovative Company of the Year
- Nominee for Catalyst Magazine's "One's to Watch Awards"
- Women's Enterprise USA Magazine - Top 300 Companies
- Microsoft Women in Technology Initiative