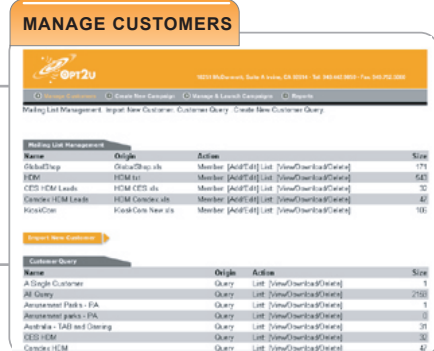




MANAGE CUSTOMERS



1

Manage Customers


- Import existing databases
- Add new records
- Link with EZopts hardware to build database
- Query data to target data sub-sets
- Database and query reports



3

Create New Campaign

- Design your own custom HTML campaign template
- Use templates to create email campaigns
- Auto Response templates send out new record and birthday incentives
- All campaigns can include graphic inserts and multiple links to web pages



CREATE NEW CAMPAIGN



2



MANAGE & LAUNCH CAMPAIGNS



Manage & Launch Campaigns

- Schedule campaigns to all data or to your predefined queries
- Store campaigns for repeat mailings
- Detailed campaigns sent history



REPORTS



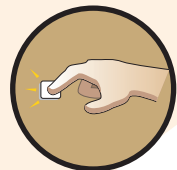
Reports

- Comprehensive Reports of campaigns launched
- Track sent, opened, bounced, send to a friend, unsubscribe
- Track click through's to web links

Software Details:

Opt2u V: 1.0 – Designed to provide businesses with a simple to use email Campaign manager. Opt2u automates all the functions of managing and communicating with large permission-based customer data files. Opt2u is designed to be operated over the web, by a person with limited technical experience.

- 1 Manage Customers**
The Opt2u database, is customized to the customer's preferences, enabling a business to build and manage large customer data files. These files can be segmented into various sub-sets by creation of custom queries.
- 2 Create Campaigns**
A group of HTML email campaign templates are created, adopting the client's graphic look. These templates; Post-cards, Birthday Cards, Newsletter and New Product announcements are available for quick Text/Graphic HTML campaign creation.
- 3 Launch Campaign**
Providing a listing of all campaigns created, the Launch Campaign function enables a client to send a campaign to various sub-sets of data in the database, based on Query's created in the Manage Customers section.
- 4 Campaign Reporting**
Tracking the success of an individual campaign is an essential element of all campaigns and the Campaign Reporting function provides tallies of the following criteria; Number Sent, Number Opened, Bouncebacks, Un-Subscribes, Send-to-a-Friend and Clickthroughs. These reports are immediately available once the campaign is sent and increment in real-time as the recipients act on the offers included.

**Standard Features:**

- Forward to Friends & Family Feature to help grow the data base.
- Unsubscribe Feature
- Can be set up with Double Opt-in feature to assure recipients acceptance.

Opt2u Upgrade Options:

- My Opt2u** – This option displays an individual customer's data record and enables them to customize and update the data, eg. Changing an email or street address.
- Online Contests** – The client now has a turn-key Online Contest, complete with updates to a customer's data record and pre-packaged Rules and Conditions of Entry. The client inserts the graphics for the Contest Prizes into the templates provided.
- Customer Surveys** – The client can now manage a turn-key Customer Survey, complete with updates to a customer's data record. The client inserts the graphics for the Customer Survey into the templates provided.
- eCommerce Connection** – The client can now promote eCommerce projects and provide links to existing eCommerce sites.
- Post-Cards** – Provided both on the client's web site and on their EZopts Terminals, the Post-Cards are a collection of photos that inspire a customer to send them off to a friend. This option enables a viral expansion of the customer database.
- Direct Mail** – The data in the customer data file can be exported to a variable press at selected print-shops and turned into personalised print runs that add a direct mail component to the overall campaign.
- EZopts Collection Systems** – Computer and graphic based hardware solutions that enable the rapid and easy collection of customer email addresses.