



ezymsgTM.com @

send **emails** not envelopes

EzyMsg is a powerful yet uniquely simple online marketing system that provides you with hands-on management of your email marketing, communication and database management requirements



EzyMsg Empowers You to...



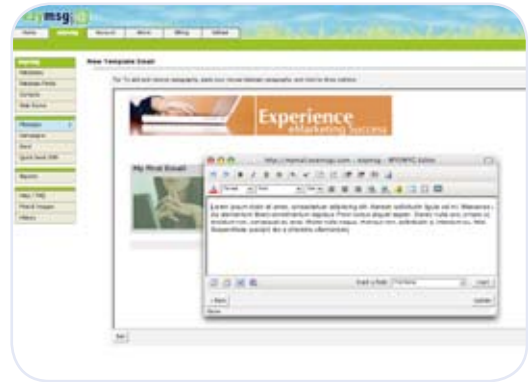
1. Build

Quickly build and manage your customer databases

Add online registration forms to your website and watch your customer databases grow with Newsletters, Sales & General Enquiries, and other web based forms.

Lead reports are automatically delivered to you each time someone subscribes to one of your databases.

You can even upload existing databases directly into EzyMsg.

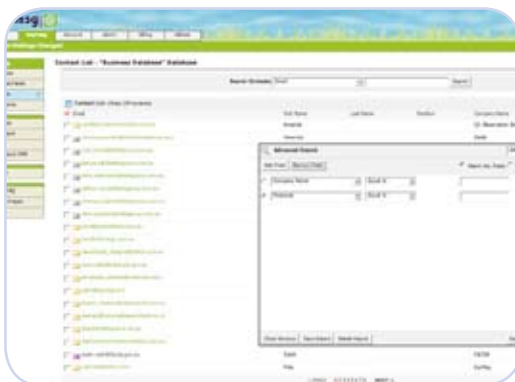


2. Create

Easily create and send eye-catching newsletters and promotions

Modify professionally designed email templates through a unique 'click and replace' system. Adding your content, images and logos has never been easier.

Email content can be personalised by inserting first names, company names or any other information contained in your database.



3. Send

Send targeted communications for increased ROI

EzyMsg allows you to profile customers making it easy to send relevant content and offers to specific customer groups (eg. men, women, age, location, product/service).



4. Track

Efficiently track and analyse results

EzyMsg provides full statistical information on each email sent.

You can view open rates, articles read, links clicked, who forwarded messages to friends and updated their profiles, and manage bounced emails and unsubscribers.

Need More Power?

Create Surveys

Find out what your customers really think. Create, send and capture email survey results for on or offline analysis.

Create Online Forms

Warranty forms, Applications forms, Product Enquiry forms and more. This removes the need to double handle data, whilst providing a central data storage facility.

Update Profiles

Allow database members to update their profile from each email sent.

Event Registration

Capture event registration details, confirm their attendance and remind attendees of the upcoming event with nothing more than your Internet browser.

Trigger Based Emails

Pro-actively communicate with new customers! Design automated messages to be triggered when customers subscribe or enquire via your web site.

Send SMS Messages

- Staff communication
- Build customer profiles
- Appointment reminders
- Confirm venue details for events
- Say thank you for a sale
- Competitions

SMS Features

- Send one SMS or thousands instantly
- Personalise SMS messages to customers
- Track response rates through live reports
- View messages as they would appear on numerous handsets

System Security

Data Security

EzyMsg complies with the Federal Privacy Act and the National Privacy Principles. Our servers are carefully locked away behind several layers of physical and software related security.

Physical Security

Australia's largest web hosting provider ensures our servers are physically secured behind several layers of protection, with the data centre being monitored 24 hours a day, 7 days a week.

Technical Information

Servers: Located at WebCentral
Database: MySQL
Language: PHP
Security: SSL encryption
Platform
Independent: Windows; Linux; Solaris

SPAM compliant
for your piece
of mind



CONSENT

Confirm individuals' consent with double opt-in functionality for new and existing subscribers.

IDENTIFY

A facility to ensure accurate sender information is included at the bottom of all emails.

UNSUBSCRIBE

Automatic unsubscribe facilities provide you with reports and methods to maintain clean lists even when managing on and offline databases.

Retail Pricing

Pricing is based on a monthly access fee calculated on database size and a per email send fee.

Monthly Access Fee

Subscribers	Monthly Fee *
0 - 1,000	\$30
1,001 - 5,000	\$50
5,001 - 15,000	\$90
15,001 - 50,000	\$150

Email Send Cost

Number of Emails	Customers / Subscribers
0 - 200	4 cents
201 - 2,000	3 cents
2001 - 10,000	2 cents
10,001 - 100,000	1 cent
100,001 - 250,000	.75 cents
250,001 - 500,000	.50 cents
500,001 - 1,000,000	.45 cents
1,000,001 - 2,000,000	.40 cents
2,000,001 - 10,000,000	.35 cents
> 10,000,000	.30 cents

SMS Send Cost

Number of SMSs	Local Cost per SMS*
0 - 200	22 cents
201 - 2,000	21 cents
2001 - 5,000	20 cents
5,001 - 10,000	19 cents
>10,001	18 cents

* Prices include GST or administrative charges where your organisation resides outside Australia

Visit www.ezymsg.com for a
free 30 day trial

Have you heard about...



The EzyMsg client who had 100 RSVP's for their event less than an hour after sending their message out by automating this process in their account.



The EzyMsg client that turned their dumb database into a dynamic database simply by asking their client's to update their profiles on line.



The company that changed from 'one size fits all' email communication to personalised, relevant messages based on their customer preferences.



The EzyMsg client that needed their messages translated into 4 Asian languages and sent.

EzyMsg is used by 100s of companies across many industries.

Customers include:

- ✦ Crowne Plaza Resorts
- ✦ Intercontinental Hotels & Resorts
- ✦ Holiday Inn Hotels & Resorts
- ✦ King Fisher Bay Resort
- ✦ Mercure Hotels
- ✦ Novotel Hotels
- ✦ Palazzo Versace
- ✦ Sea World
- ✦ Warner Bros Movie World
- ✦ Wet n Wild Water World
- ✦ Metro Hotels & Resorts
- ✦ Australian Outback Spectacular
- ✦ Q1 Resort
- ✦ Conrad Jupiters
- ✦ Gold Coast Convention & Exhibition Centre
- ✦ Intouch Data
- ✦ Pacific International
- ✦ SpaceWalker
- ✦ Tourism Whitsundays
- ✦ S8 Resorts
- ✦ Legends Hotels
- ✦ Mirvac Hotels & Resorts
- ✦ Ashmore Palms Holiday Village
- ✦ Burswood Entertainment Complex
- ✦ Carlton Crest Hotel Brisbane
- ✦ Couran Cove Island Resort
- ✦ DepressionNet
- ✦ Dreamtime Resorts
- ✦ Event Connect
- ✦ Sports Corp Elite
- ✦ Twin Towns Services Club
- ✦ Sunshine Express Airlines
- ✦ Marriott
- ✦ Sunland Group
- ✦ Foster's Group



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