



introducing **Campaigner™**

The Power of Email marketing

Email marketing has changed the way we do business, making it much easier to acquire, manage and service new customers. Now, more than ever, savvy businesses recognize the importance of grabbing reader interest through customized, personal and permission-based email campaigns.



Campaigner

Watch your business grow with Campaigner

Meeting today's business needs is Campaigner™, a powerful suite of email marketing tools that delivers a higher return on investment than unsolicited email, direct mail or traditional advertising. While saving you money and time, Campaigner automates:

- list building
- list management
- message personalization
- campaign distribution
- response tracking
- real-time reporting



Each tool in Campaigner is designed to make email marketing fast and easy. From brand-building newsletters to sales-boosting promotions, it's all about making your business grow faster. Choose the tool that's right for you:

Promotional Campaigns Use Campaigner's templates to design and send professional-looking email promotions in no time.	Newsletter Campaigns Use Campaigner's templates to design and send consistent, timely email newsletters.
Custom Campaigns Use Campaigner to create and send any kind of email campaign with total freedom and control over the look-and-feel of your message.	List Builders Want to grow your own list? Use GotBuilder™ to automatically request and collect contact details from your Web site visitors.

Ready to get started? Try Campaigner now.
Once you're logged in, you'll have access to all these tools and more.

Campaigner helps

- Boost Sales
- Generate Leads
- Strengthen Customer Relationships
- Build Brand Awareness
- Increase Website Traffic

Capturing interest

Capturing reader interest with attention-grabbing email campaigns doesn't get any easier



By automating the logistics of email marketing, Campaigner enables you to spend more time on marketing strategies. Once you have the right message for the right audience, this affordable suite of Web-based email marketing tools makes it fast and easy to create, send and measure your very own email campaigns.

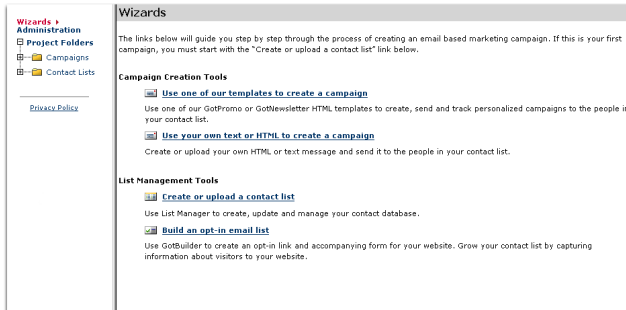
... it's as easy as 1, 2, 3



1. Choose your contact list

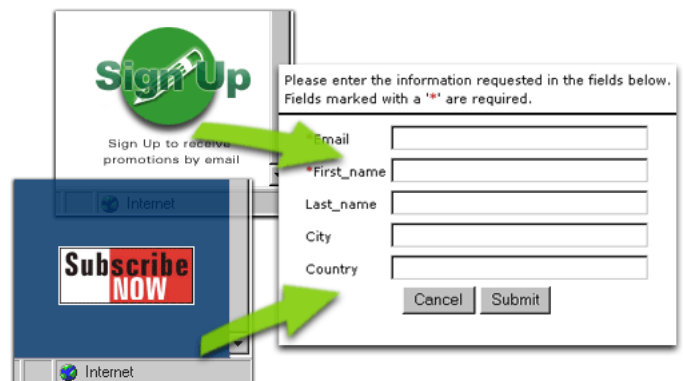
Start with a Permission-based Contact List

Permission-based email means that you are sending an email to contacts that have given you their email address and permission to send them information. Permission-based campaigns get 10 times better response rates than Spam, which is the opposite of permission-based emails.



Build Your Own Contact List

Campaigner makes list building easy with GotBuilder™ - a free, handy tool that automatically requests, collects and stores Web site visitors' email addresses and contact information. The information is requested via a button that gets placed on your own Website inviting visitors to 'Subscribe Today' or 'Buy Now'. Once a visitor clicks on the button, a form will pop up and collect the contact information you decide on - gather as much or as little information as you need. Once the information gets collected, it is stored in your private and secure online account, ready and waiting for your next email campaign. Turning casual Website visitors into happy, paying customers doesn't get any simpler.



Self-serve Model - Our self-serve model means you can create and edit your campaigns at your convenience 24 hours a day, 7 days a week. And since it's Web-based, Campaigner is ideal for mobile users who want to access campaigns remotely. Self-serve means convenience.



2. Create and send your message

Flexible Campaign Creation

With Campaigner, it's all about choice. Upload an existing file (Text or HTML) or create entirely new content directly online with the help of user-friendly templates. Better still, modify or customize any of the templates to your 'look & feel'!

It's fast, easy and measurable



Run Promotional Campaigns

Email promotions are a great way to boost revenue when you need to make a quota, move excess inventory or announce a special offer. Creating attention-grabbing email promotions that help increase sales, reinforce brand and strengthen customer ties is easy with customizable HTML templates - simply select a template, customize it, upload your message, and send it out!

Create Newsletter Campaigns

Deliver a newsletter with the value your readers expect by spending more time on content and less time on campaign execution. Fill-in-the-blank HTML templates make it easy to create professional-looking email newsletters that help attract new business, strengthen customer relationships and generate revenue. Whether you're just starting out or you're on your 50th issue, Campaigner makes publishing an email newsletter fast, easy and measurable.

Custom Campaigns

Whether you're running a one-time promotion or weekly newsletter, Campaigner helps automate the job and maximize your marketing results to generate brand awareness, increase revenue and build customer loyalty. Campaigner's flexible tools let you create custom campaigns without the assistance of pre-formatted templates. Simply create or upload your own HTML or text message and send it to the people in your contact list.



3. Measure your results

Measure and Refine Your Campaign

Within minutes of launching an email campaign, intuitive management tools automatically provide you with instant real-time reports that track number of emails sent, received, opened, replied to, and more. Campaigner also reports on link activity, like click-through rates, percentages, and frequency. Your reports can be saved, printed, forwarded on to colleagues or viewed right online in your private and secure account. This instant feedback helps you understand how effective your message was in getting readers to take action. The better you understand the results of your campaign, the more you can refine your strategy for future email campaigns. Automatic reporting and measurable results are important elements for anyone interested in ensuring maximum return on marketing dollars.



Summary Report

[American Apparel](#)

Successfully sent on: 2001/7/2 12:00

Select a report to view... ?

PRINT

Campaign Activity Statistics			
		% of Total Received	% of Known Unique User Opens
# of recipients	3926	100%	na
# of recipients who opened email	3023	77.01%	100%
# of recipients who clicked any link	456	22.08%	15.08%
Total Click-Through's	867	11.61%	28.68%
# of recipients who replied to email	360	92%	1.19%
Unsubscribe requests	23	0.59%	0.76%

Trackable Links - Campaigner lets you embed as many live links as you want in your message. Link text or images, and track each one to learn who clicked, which links, and how many times. Embed calls-to-action like 'Buy Now' right in your message to make it easy for your customers to respond immediately. Trackable links help you gain powerful business intelligence about your readers, so you can tailor future messages for better one-to-one marketing and even greater response rates.

For more information visit us at www.gotcorp.com
 Email us at sales@gotcorp.com
 Call us at 1-888-845-4544