

## Overview

Email newsletters are a fantastic tool for building relationships with your customers, reinforcing brand awareness and delivering timely, useful information.

Evollo™ EmailStudio is an ideal solution to assist you in managing your email marketing campaigns, from the basics of designing state-of-the-art, personalised HTML and plain text newsletters to the advanced functionality of complete automation of the subscription and removal process.

Being web-based software, you can remotely compose newsletters and manage subscribers from any location in the world that has an Internet connection, even your laptop. Built to be used by business people means that you don't have to know about design or HTML; freeing you up to concentrate on what you know best!

## Key Benefits

- **Affordable**, especially for NZ small businesses
- **Intuitive software interface** - easy to learn and use
- **Build trust with your subscribers**
- **Improve sales and increase revenue**
- **Extend online branding**
- **Increase customer loyalty through relationship building**
- **Ideal for businesses sending periodic newsletters**
- **Easily create an automated ongoing relationship with specific customers**
- **Proven email marketing system** - already in use by 10,000 people in 65 countries worldwide
- **Enables direct marketing efforts with personalised email to recipients or customers based on any customizable field**
- **Provides measurable results**
- **Is easier to use than other newsletter managers**
- **Regular software updates at no additional cost** (subscription licensing)
- **Is less costly than fax blast or print**; offering maximum marketing utility
- **Complies with email laws** (double opt-in and one-click unsubscribe)

### Evollo Software

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*Evollo™ EmailStudio is an Industry proven solution for managing your email marketing campaigns.*

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*Evollo™ EmailStudio is available as a hosted web application, on a monthly subscription basis.*

Integrate a complete stand-alone email marketing system with your website. Evollo™ EmailStudio provides you with a turn-key solution to manage mailing list subscribers from your website and compose, send and track email marketing campaigns!

## Key & Unique Features

- **Multi-list management** – unlimited fully segmented lists
- **Multi-newsletter management** – unlimited newsletters
- **Multi-message autoresponders** – automatically send out a series of emails to be sent when someone subscribes or makes a purchase
- **Professionally designed email templates** - tested with all email clients including Outlook, Thunderbird, Hotmail, Gmail, Yahoo, etc
- **Custom designed templates** - ability to upload and use your own
- **Create HTML, Text or Multipart Emails** - automatically deliver in the correct format
- **Unique 3 ways to create a campaign;** use the WYSIWYG Microsoft® Word-type editor, upload from a file or import from a webpage
- **Customisable auto-personalisation** with unlimited custom fields
- **Email campaign and autoresponder scheduling**
- **Archive sent campaigns** - an individual RSS feeds for each mailing list
- **Automatic bounce handling**
- **Complete campaign and link tracking reports**
- **Embedded image option** - so recipients aren't prompted to display images by their email client
- **Anti-spam security** (double opt-in confirmation, CAPTCHA forms)
- **Allows for easy, automated user unsubscribing with just one click**
- **Easily manage and export subscribers from the database**
- **Secure administration** – via a Web based interface over the Internet
- **Painless website integration** - using built-in form creator
- **Full printable user guide/manual**
- **Proprietary integrated spam checking and rating for email campaigns**
- **Preview your email campaigns** – see exactly as they will look in AOL, GMAIL, YAHOO, HOTMAIL, OUTLOOK2003, OUTLOOK2007

### System Requirements

Because Evolo™ EmailStudio is a web based, hosted application, no software installation is required. However the following specifications are the recommended and minimum specifications for the client computer that will be used to access Evolo EmailStudio via an Internet connection.

#### Recommended

- Broadband Internet Connection
- 1024x768 resolution, 32 bit Colour display
- Firefox

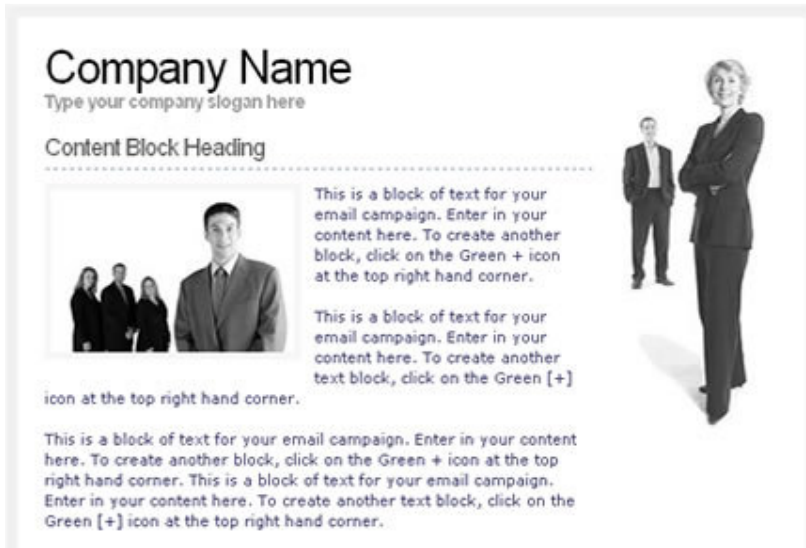
#### Minimum

- Internet Connection, 56K Dial-up access via ISP
- 800x600 resolution, 256 Colours
- Internet Explorer 5.5 (Windows) or above / Firefox (Windows, Mac, Linux) / or any Gecko-based browser (except Safari)

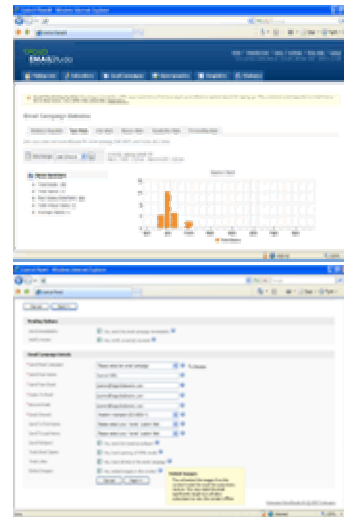
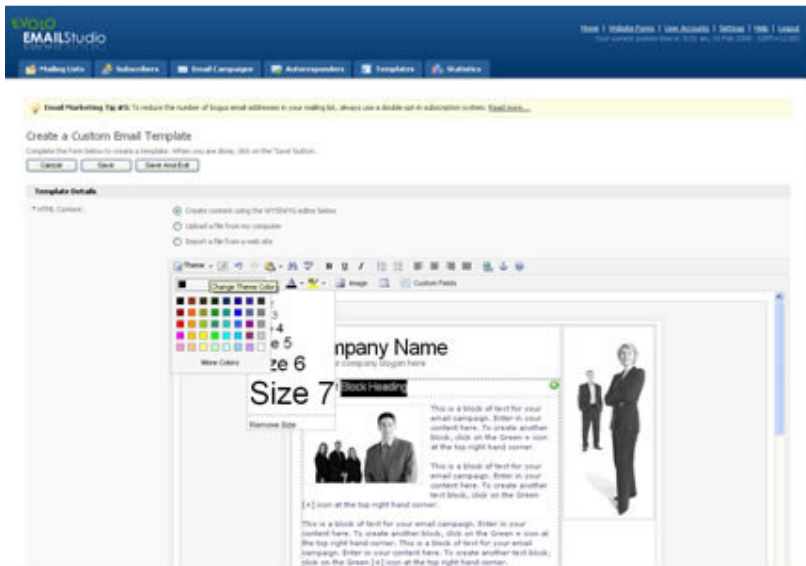
Evolo™ EmailStudio is designed to operate strictly as a “permission based” email marketing solution, using best practice techniques to ultimately maximise your return on investment.



## Screenshots



Sample Template



Control Panel

## Pricing

**One-time setup fee: \$395 (excl GST)**

Setup includes full installation, setup of pre-existing HTML templates, list creation and the migration and conversion of current data/contacts into the system.

**Pricing starts from just \$29.95/month (excl GST)**

Evolo™ EmailStudio operates on a very simple monthly pricing structure, based on the number of emails you send. See the chart below for exact pricing.

| <b>Email Sent Per Month</b>  | <b>Autoresponders</b> | <b>Price</b>       |
|------------------------------|-----------------------|--------------------|
| Up to 2,500 Emails Per Month | Unlimited             | \$29.95 Per Month  |
| 5,000 Emails Per Month       | Unlimited             | \$49.95 Per Month  |
| 10,000 Emails Per Month      | Unlimited             | \$69.95 Per Month  |
| 25,000 Emails Per Month      | Unlimited             | \$149.95 Per Month |
| 25,000+ Emails Per Month     | Call for Prices       |                    |