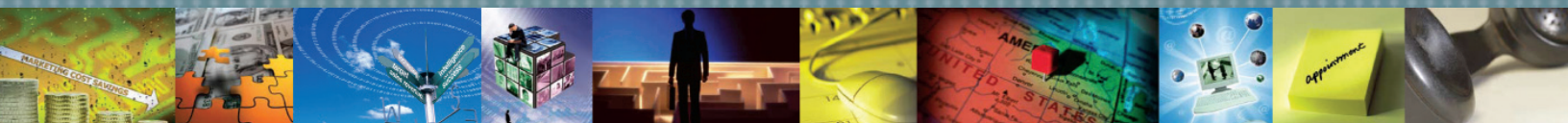


# Email Outreach – Email Design, List Management & Send Services



1-888-925-7526 | televerde.com



**Televerde's Email Outreach Service is an easy, on-demand email solution that optimizes and broadens your market impact and deliverability – taking your market touch program to the next level.**

## Key Business Benefits

- Cost-effective solution for 1:1 or broad market outreach
- Creates lift in demand for events and appointments
- Supplements and enhances lead generation, lead qualification and lead nurturing programs
- Easily supports fulfillment needs for common customer inquiries and requests
- Drives web traffic for deeper brand engagement
- Fully measurable ROI

## Standard Features

- Pristine email sender reputation
- End-to-end email campaign management including planning, design, messaging, deployment and reporting
- List, data and send management including subscriber list uploads, list formatting, list segmentation, de-duping, exclusions and distribution
- Robust set of metrics reports tracking deliverability, opens, click-throughs, forwards, unsubscribes, opt-outs, bounces
- HTML email design templates customizable for consistency with your brand stylization
- Integration with Salesforce.com, MS CRM systems, and other CRM systems
- Consultation on best practices for messaging, design and deployment
- Repository for storage of recurring email content assets, including logos, graphics and messages
- Secure archival of email lists for future sends
- Variable data profile attributes for more personalized and relevant communications
- Email unsubscribe management services
- Up to four email address aliases for common users
- Forward-to-a-friend
- Fully compliant with CAN-SPAM regulations

## Enhanced Opportunities

- Additional email address aliases for multiple unique users
- Opt-in permission acquisition
- Custom email design
- Creation and delivery of video-embedded emails
- Triggered emails
- Integration with landing pages
- Self-management of deployment services
- Customer satisfaction surveying
- Market research tools
- Customer e-newsletter creation and deployment

## TELEVERDE SOLUTIONS SUITE

### Lead Call™

New Sales Opportunity Generation

### Sales Optimization Suite™

Opportunity Management System

### Televents™

Marketing Event Recruitment

### Prospect ID™

Target Market & Buyer Profiles

### Telepointments™

Target Contact Sales Appointments

### Right Records™

Data Cleansing, Enhancement & Management

### Lead Responder™

Inquiry Management

### Market Says...™

Custom Market Research

### Perceptions Plus™

Customer Satisfaction & Loyalty Research

### Televerde Multimedia™

Multi-Touch Customer Acquisition

### Web Solutions™

Online Landing Pages

