

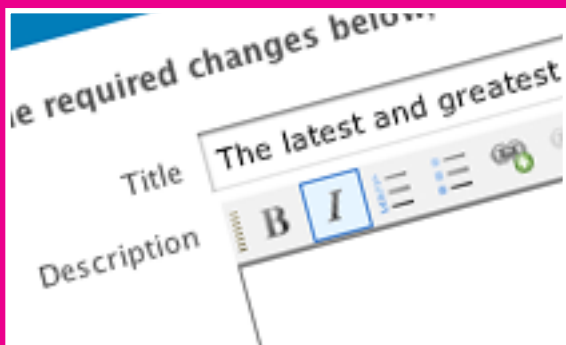


Ideus Concepts easyCampaign

Create and Send HTML email newsletter in minutes

Create your own great looking emails

At last! Create your own great looking HTML email newsletters in-house. Choose from your templates, add your own content, select your recipients and schedule delivery at any time.



Preview the email as you build it

Our live editor allows you to see your email as you build it. You can add your own text and images to your template and even change the order any items might appear. The moment you add your own content we'll automatically save the draft so you can come back and finish it later if necessary.



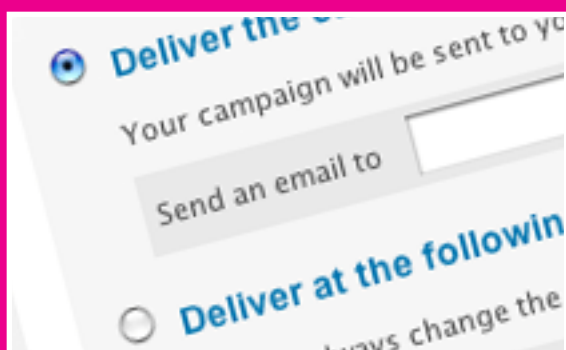
Pick a template, any template

Have your own bespoke template designed or use our free versions. You might have a template for media releases and another for the monthly newsletter - it's completely up to you.



Complete sender control

You can select your own subject and which email address any replies should be forwarded to. We take all the messy work out of the equation by processing any bounces and unsubscribes for them automatically.

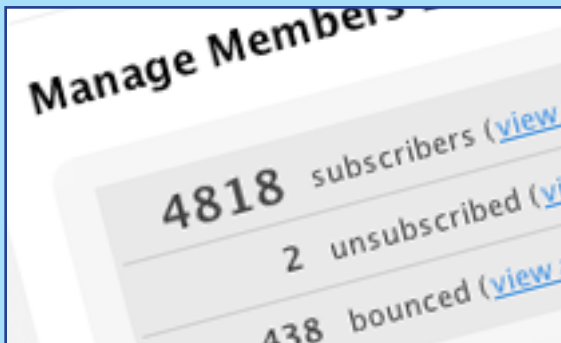


Send now or schedule for later

Once you are happy with the email, you can send yourself a test version, send it immediately or schedule it for delivery at another time. This way you can build your campaigns in advance and schedule them for delivery tomorrow, next month or any time in between.

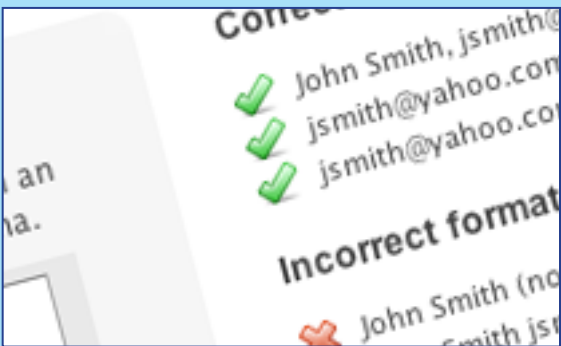
Subscriber management

Managing your own subscribers is no longer a headache. Adding and removing subscribers takes seconds and we handle all the nasty stuff like bounces and unsubscribe requests for them automatically.



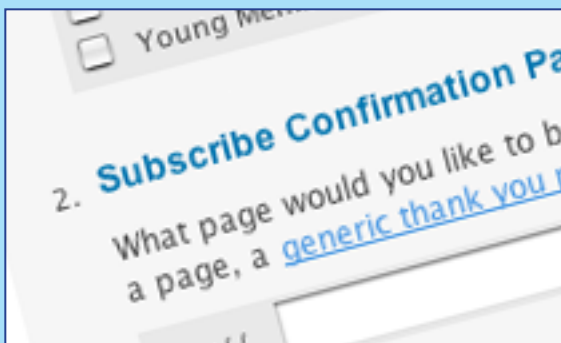
List management made easy

We've designed the interface to help you get the most common things done fast. Adding a new subscriber, removing an old one and seeing new subscribers are only a click away.



Simple import and export

Our importing tool walks you through the process of importing an existing list from almost any source. We automatically remove duplicates for you and even remember who unsubscribed and bounced - removing any risk of annoying your own subscribers.

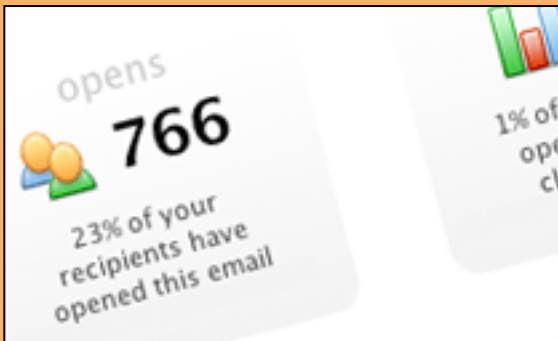


Subscribe and unsubscribe forms

A great way of capturing new subscribers is through a subscribe form. With SelectMailer, this is as easy as copying and pasting some code into your web site. You can even customize any landing pages so the entire subscribe process stays on your own web site.

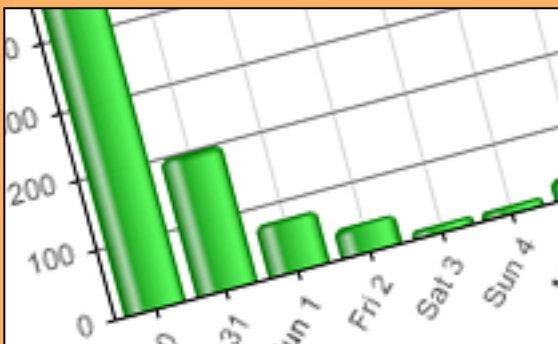
Reporting and statistics

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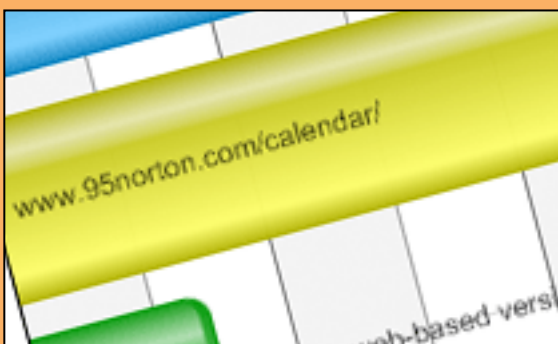
Simple campaign snapshots

All the important stats like how many recipients opened, how many clicked a link and how many unsubscribed are all viewable from our simple campaign snapshot. We've designed our reports so even those new to email marketing can evaluate the results of their campaigns.



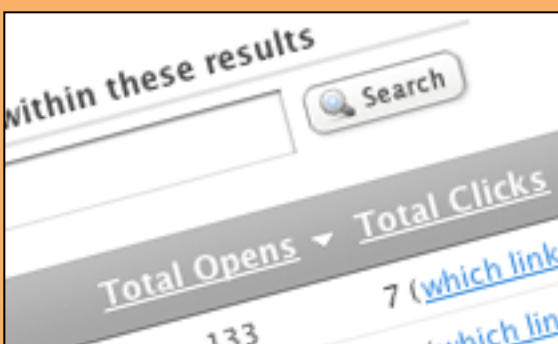
Who are my most interested subscribers?

Our opens over time report makes it so easy for your clients to see who opened their email and when. You can even check out how many times each recipient opened it to find out who their most interested subscribers are. You can even drill down to a minute by minute account of who checked out their email.



Who clicked a link?

Our link activity report makes it easy to see which links in your clients email were most popular, as well as which recipients clicked them. This makes it so easy for you to identify what their recipients are interested in, as well as the opportunity to follow up on more qualified leads.



Right down to the nitty gritty

Our recipient activity report lets you get down to some serious detail on your campaign. Easily see who opened, who clicked, who bounced and who unsubscribed. You can even search for a specific subscriber to see exactly what they did with the email.

You only pay when you send

When you use Campaign Monitor pricing is really very simple — you only pay when you send an email campaign to more than 5 people.

- No setup charges
- No monthly costs
- Just a flat delivery fee of Rs 500/-, plus Rs 1/- for each recipient

So to send an email to 500 people would cost Rs.500 plus (500 xRs.1), just Rs.1000.

Big discounts for big senders

We offer big discounts to big senders. If you're a big sender or want to avoid lots of small transactions, we offer a pre-purchasing service where you can buy email credits in advance.

You can use them any time you wish for and they never expire, plus we're happy to refund any credits you don't use.

Credits	Price per credit
First 50,000	Rs. 1.00
Next 50,001 – 100,000	80 paise
Next 100,001 – 250,000	70 paise
Next 250,001 – 500,000	60 paise
Next 500,000 +	50 paise

Every time you buy credits, the first 50,000 are Rs. 1 each, the next 50,000 80 paise each and so on. So if you know you will use the credits up, it's best to buy them in one big transaction.

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