



## ENTERPRISE EDITION

Click to View a Live EyeMail Campaign



**EyeMail** is an enabling marketing technology that transforms traditional corporate email communications into a rich media compelling experience.

By providing a truly unique viewpoint on advanced communications by *'bringing email to life'*, we are able to engage employees, internal and external stakeholders with a robust dynamic instant-play message, designed to capture attention and drive for a compelling call to action experience.

**Clients have experienced increased click-through and conversions of 60% in comparison to industry average standard conversion rates of 5-15%.**

The **EyeMail** Enterprise Edition provides a cost effective, sustainable and a distinct competitive landscape for our Client's electronic marketing and communication initiatives. The **EyeMail** technology integrates seamlessly with third-party provider email systems.

Clientele include Delta Air Lines, The Coca-Cola Company, Time Warner, Major League Baseball, Home Depot and a host of Fortune and emerging brands.

The **EyeMail** Enterprise Edition provides the ability to manage global communications across large organizations. It delivers a new level of innovation for internal audio and video communications.

### INTERNAL CORPORATE COMMUNICATIONS

Presidential Communications • Vision and Mission Statements • Annual Letter Updates	Advanced Sales & Marketing Communications  Reminder to Vote Communications
Corporate Quarterly Results	Charitable Donation Campaigns
Company News & Updates	Product & Service Introductions/Updates
Employee Performance Reviews	Training & Education Curriculums
Renewal of Healthcare Benefits	Employee Surveys

### PICK YOUR EYEMAIL SERVICE MODEL

<b>FULL SERVICE MODEL</b>	Concept to completion including creative strategy, copy, design, development and quality assurance
<b>PRODUCTION MODEL</b>	Client provides design files and we encode, compress and upload into the <b>EyeMail</b> System
<b>COLLABORATIVE MODEL</b>	We work with your agency or internal marketing departments to support them as needed

### CLIENTS & CAMPAIGNS:



## FEATURES & BENEFITS

- Customized EyeMail Skin created
- Full personalization
- Video is delivered inside the email and plays immediately
- 4-15k small files sizes
- Full tracking and list management
- Works in your preview pane
- The video plays automatically with a click, rollover, or direct play options
- Highly flexible targeting and segmentation capabilities
- Safe and Secure, 100% virus free
- Click-through rates typically 5-8 times higher than traditional text emails

The **EyeMail Enterprise Edition** addresses corporate communication needs with a comprehensive solution empowering companies to centralize critical corporate communications across the organization, cut costs and mitigate risks in the corporate infrastructure.

The **EyeMail Enterprise Edition** is the only solution of its kind built on the industry leading cloud computing platform, enabling rapid delivery, continuous innovation, seamless integration with other systems and instant no-cost upgrades.

Effective corporate communication requires an integrated and centralized technology platform to pull all the various silos of corporate data together delivering communication across the entire company from a central location-connecting the dots on global communications.

Click to view live EyeMail samples



## The EyeMail Enterprise Edition empowers organizations in the following key comprehensive steps:

Step 1	<b>Clean &amp; Enrich</b>	Consolidate silos of corporate communications across the enterprise
Step 2	<b>Collect &amp; Manage</b>	Centralize and standardize information, automate manual processes
Step 3	<b>Measure &amp; Mitigate</b>	Measure and analyze the open and click-thru rates to benchmark results.

## KEY AREAS OF SUPPORT

- Centralized repository for corporate communications
- High degree of end-user and organizational wide customization, enabling process improvement
- Increasing compliance to establish processes and procedures
- Proactive tracking and management of risk and compliance programs
- Improved compliance through a closed loop tracking and reporting system

**eyem@il**™  
*Brings Email to...LIFE*  
 1.800.769.7291 • engage@eyemailinc.com  
**www.eyemailinc.com**

## INTERNATIONALLY RECOGNIZED & AWARD WINNING TECHNOLOGY

- Winner, Stevie Awards Innovator of the Year
- Microsoft Preferred Supplier Board Member
- Selected into The Coca-Cola Company Mentoring Program
- Microsoft Mentor Protégé; Program Participant
- Madam C.J. Walker Outstanding Business Achievement Award
- Women in Technology Honoree
- Catalyst Magazine Honoree 'One's to Watch' Award
- Women's Enterprise USA Magazine – Top 300 Companies
- Top 40 Technology Companies in Georgia
- Winner of the CBS Show, The Next Tycoon