



Connecting you with your audience

Email has become an important part of any firm's marketing plan due to the rapid and cost-efficient delivery of your messages as compared to traditional print mail. It can be used to:

- Send newsletters and press releases
- Send instant messages to your dealers or customer base
- Troll for feedback via online surveys
- And much more!

But to offer the best results, email must be properly executed. Content needs to be clear and compelling. Graphics need to be visually appealing. Campaigns need to be personalized and relevant. Delivery needs to be timely and accurate. Email procedures need to comply with industry standards. And results need to be tracked and analyzed for future mailings.

And that's where Idea Bank's I-Connect service comes in. I-Connect can:

- Manage your mailing lists
- Utilize industry best practices
- Create and send appealing email campaigns and surveys
- Deliver successful results
- Offer real time reporting
- Provide tracking reports and comparisons

I-Connect is email marketing in style.

I-Connect is a Web-based service that includes everything you need to manage your email marketing and communications from start to finish. It's a unique platform that combines easy self-serve features, a custom-designed brand template, and personal assistance whenever you need it. You might say I-Connect's changing the face of email marketing.



AUDIENCE

With I-Connect's audience features, you can easily organize and manage your audience members while you grow your audience the right way.



CAMPAIGN

With I-Connect's campaign features, you can easily create stylish campaigns and let I-Connect's engine and relationships help you get great results.



RESPONSE

With I-Connect's response features, you can see how your audience members responded and use that knowledge to create more effective campaign.



Unlike many services, I-Connect works on PCs and Macs. Recipients of your emails can, view your I-Connect-powered emails regardless of which operating system, browser or email client they use.

I-Connect works with Internet Explorer and Mozilla Firefox on your PC. I-Connect also works beautifully on Macs with Mozilla's (free) Firefox browser.

I-Connect Accounts

The Silver Connection

With the Silver Connection I-Connect account, Idea Bank will be the moving force behind every part of your mass email marketing projects. This includes:

- Uploading and managing your mailing lists
- Designing custom branded stationery for your mailings
- Programming a sign-up form on your website that links to your mailing list (optional)
- Developing and testing each campaign

You won't have to worry about a thing when it comes to development or testing, but you do get the opportunity to log into your account and see what kind of response you received:

- How many people opened the email (and who)
- What were people most interested in (what links did they click on)
- Who opted out of the mailing list
- and more.

See page six for more information on what you can do in the "Results" area of I-Connect.

The Gold Connection

With the Gold Connection I-Connect account, your email marketing becomes more of a self-service email engine. Although Idea Bank will always be available to help out, the Gold Connection account allows you:

- to have total control over uploading and managing your mailing lists
- to develop and test your own campaigns
- the same access to reporting statistics in the "response" section of your account

Once you have logged into I-Connect on any browser using your secure name and password, you can access all three management areas of this service.

- Audience (mailing list area)
- Campaign (each mass email you create)
- Response (reporting statistics)

Take our I-Connect tour to get more information on what you can do with your I-Connect Gold Connection account.

Take the I-Connect Tour



Inside I-Connect

Inside your Gold Connection account, things are organized neatly into three areas: audience, campaigns and response. I-Connect's interface is designed to be highly intuitive - there are no technology skills required.

The Audience Area

Mailing Lists

In the audience area, Gold Connection account holders can organize your members by group, and create as many groups as you like. By segmenting people by status, geography and more, you'll be able to send to everyone or tailor your emails to different groups.

Sign-up screens

Custom signup screens can be created for your mailing lists that allow new people sign up for your emails directly from your website, your email campaigns, or virtually anywhere. Idea Bank can set these up for you, or if you have the Gold Connection, we can train you how to create your own.

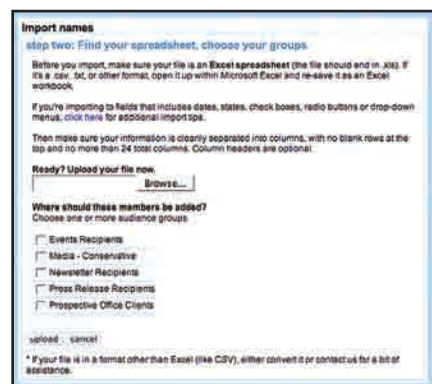
How it works

When someone new signs up, he or she is automatically added to the group(s) you've selected. Want to see who's joined your list recently? Gold Connection account holders can sort members by signup date within the chosen list.

Import Lists

I-Connect also makes it easy for Gold Connection account holders to import existing lists. Most imports finish in minutes, and duplicates are automatically weeded out during the process.

Need to re-import a list that's grown? No worries. Tell I-Connect to only add new people, or if you're a Gold Connection account holder, you can perform an add-and-update to append your current records with new information.



Customizing Lists

Your I-Connect database is entirely customizable, making it easy to add new fields from our menu or create your own from scratch. With I-Connect, you decide how much information to collect and store for your audience members. If you're a Silver Connection account holder, just provide Idea Bank with the additional fields of information you would like to collect.

Stationery

When it comes to your email campaigns, Idea Bank can get you started out right, with a custom-designed brand stationery that frames your emails and impresses your audience.

We also build some important features into your stationery, including links to help your recipients forward your email, manage their preferences, sign up, contact you, and more. You'll provide your recipients with helpful tools, and you'll remain Can-Spam compliant.



The Self-Serve Campaign Area (GOLD CONNECTION ONLY)

Creating a Campaign

Creating your email newsletters and campaigns has never been so easy. You'll start by opening your brand stationery and then choosing one of nearly 39 layouts for the content you'll add to it. Go one column or two, add images and captions - it's all in your hands and it's all quite easy.



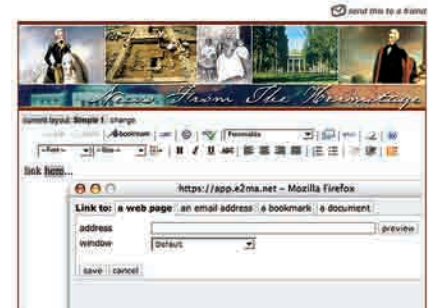
The Editor

Once you've picked a layout, it's easy to add text and images, format everything (without using html), and preview your work. We'll even build the plain-text version of the email for you, then let you preview and fine-tune that as well.



Editing

I-Connect also makes it easy to link your recipients to webpages, email addresses, and even PDFs and other documents you can upload to your handy I-Connect document library. It's the best way to distribute files to your audience without having to send the dreaded attachments.



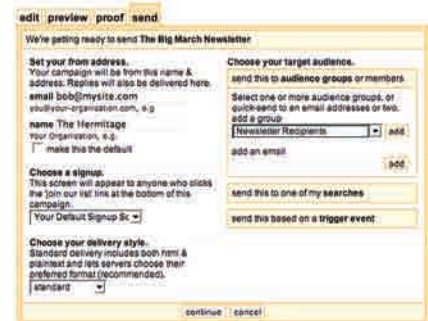
Proofing

When your campaign is ready, you'll preview your work and then proof it to double-check your email for any words, links or content that could increase your spam score or cause delivery issues, all before you ever hit send.



Sending

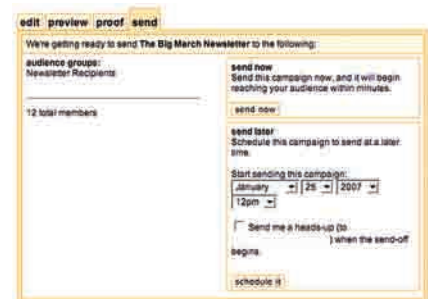
Ready to send? You'll set your from name and address, pick the groups who'll receive it, and either send now or schedule for later. You can also use I-Connect's trigger email feature to have an email send automatically when someone signs up, has a birthday, and more.



Are some recipients in more than one group? Don't worry, I-Connect will make sure that if Bob is in three of the groups you're emailing, he'll only receive one email. Bob would want it that way.

Delivery

Once you hit send, I-Connect's real work begins. Our servers deliver your emails, re-try periodically to unresponsive servers, process bounces, and basically handle the complex process and art of email delivery so you don't have to.



Ever been limited to how many emails you can send or when you're even allowed to send them? With I-Connect, there's no cap on the size of your mailing or any restrictions on what time of day or night you can pull the trigger.

The Response Area

This portion of I-Connect is available to both our Gold and Silver Connection accounts via a login from our Idea Bank Website.

Reporting Statistics

This is when the real fun begins. As people begin receiving and opening your emails, I-Connect will begin reporting the activity back to you in real time - all in one extremely handy summary screen.

Tracking

But the response tracking doesn't stop there. If 30 people opened, you can click that total and find out who opened and when they did it. Same goes for all response totals, like bounces, clicks, forwards and more.

Comparing

You can compare past campaigns side by side with a click of a button, and you can target your next email to people who opened, clicked or otherwise responded to your last one. I-Connect stores your past response online for 18 months, **and you can export any campaign's results** in spreadsheet form and keep it forever. And ever. You get the idea.

Additional I-Connect Capabilities

Email and surveys together at last

Online surveys and forms are also available to complement your email marketing efforts. Ask Idea Bank how you can make surveys part of your communication plan.

Maximize personalization.

While personalizing your email greeting is a fine place to start, it's important to remember that the big idea behind personalization is connecting with your audience based on who they are - not just what their name is. Idea Bank can give you more tips on how to make personalization really count.

Putting triggers to work

Triggers not only reach your recipients on their individual schedules - the moment they sign up, on their birthday, or right after they click a particular link - but that they also do it automatically. Best of all, with some clever thinking, I-Connect's trigger feature can do a lot of things you might not expect. For example, it can send a whole series of emails to new subscribers, remind people about an upcoming event, show people more products they might like, and more! And did we mention it's automatic?

The Big March Newsletter - Jul 12, 2005 09:10am

Overview Opens (8) Clicks (2)

Response as of 11:32pm* [export response](#)

the send-off
this information is tracked at the server level

| | | |
|-----------------|----|--------------------|
| emails sent | 12 | 3 bounced |
| emails received | 9 | 75% of emails sent |

the response
this information is tracked at the recipient level

| | | |
|---|---|-----------------------|
| people who opened the email | 8 | 88.9% of emails rec'd |
| people who clicked through | 2 | 25% of emails opened |
| people who forwarded the email using the send-to-a-friend feature | 2 | 25% of emails opened |
| people who opted out of your list | 1 | 11.1% of recipients |
| new people who signed up | 1 | |

campaign clicks
a link-by-link breakdown of who clicked what

| | | |
|-----------------------------|---|---------------------|
| total clicks | 5 | |
| Paperclip Link | 1 | 20% of total clicks |
| Sample Firm Home Page | 1 | 20% of total clicks |
| Staff Bios | 2 | 40% of total clicks |
| Training Session Directions | 1 | 20% of total clicks |

*most activity will occur within 72 hours after a campaign is sent

the response
this information is tracked at the recipient level

| | | |
|---|---|-----------------------|
| people who opened the email | 8 | 88.9% of emails rec'd |
| people who clicked through | 2 | 25% of emails opened |
| people who forwarded the email using the send-to-a-friend feature | 2 | 25% of emails opened |
| people who opted out of your list | 1 | 11.1% of recipients |
| new people who signed up | 1 | |

your response archive
this is your archive of past campaigns and results, stored as long as your site remains on.
[remove](#) [hide](#) [show](#) [collapse](#) [expand](#) [refresh](#) [clear](#) [print](#) [help](#)

| campaign | type | date | count | action |
|---|------------------|--|-------|------------------------|
| The Big March Newsletter | trigger (status) | started: Dec 9, 2005 12:00pm ended: May 8, 2006 02:22pm | 0 | export |
| The Big March Newsletter | trigger (status) | started: Aug 9, 2005 12:00pm ended: May 8, 2006 11:44pm | 0 | export |
| The Big March Newsletter | trigger (status) | started: Jun 5, 2005 12:00pm ended: May 6, 2006 11:44pm | 0 | export |
| The Big March Newsletter | one time | Jul 12, 2005 09:10am | 12 | export |
| The Big March Newsletter | one time | May 12, 2006 11:42am | 8 | export |
| Press Release: Announcing Our New Clients | one time | Mar 9, 2005 09:13am | 9 | export |
| The Big March Newsletter | one time | Mar 9, 2005 09:12am | 8 | export |
| Press Release: Nov 22 | one time | Feb 16, 2006 02:01pm | 12 | export |
| Press Release: Nov 22 | one time | Jan 27, 2005 12:28pm | 11 | export |

[remove](#) [hide](#) [show](#) [collapse](#) [expand](#) [refresh](#) [clear](#) [print](#) [help](#)

Test messages are automatically removed from your archive after 30 days. [remove](#) [hide](#) [show](#) [collapse](#) [expand](#) [refresh](#) [clear](#) [print](#) [help](#)

I-Connect Fees:

Idea Bank provides the following services to help you connect to your audience. And with no minimum monthly fees!

Setup (one-time fee)

- Setup client account and design one stationery template \$500+
This fee fluctuates depending on the complexity of your template. We can provide a tighter estimate once the parameters of your project are determined.
- Upload client-provided mailing list(s)* \$25+
- Create online sign-up form (optional) and place on your website \$250+

*Formatted in Excel according to I-connect specifications. Gold Connection customers may upload their own lists.

Annual Fee*

- Silver Connection Subscription \$80
- Gold Connection Subscription \$120

*Non-Profits receive 50% off of annual subscription fees.

Development Per-Campaign (or Survey)

- Silver Connection: Production and testing of each \$400+
- Gold Connection: Production and testing done by client NC
- Training and technical support from Idea Bank \$80/hr
- Per email sent see below

Per/Email Pricing Structure

| | | | |
|---------------|-----------|----------------|-----------|
| Under 1,000 | .029 each | 50,001-100,000 | .006 each |
| 1,001-10,000 | .013 each | 50,001-250,000 | .005 each |
| 10,001-25,000 | .008 each | 250,001-500,00 | .004 each |
| 25,001-50,000 | .007 each | Over 500,000 | .003 each |

Extra's: one-time setup fees

- Additional Stationery Template** \$400+
- Stationery template access (build your own stationery - Gold Connection only) \$50
- Survey capabilities (added functionality) \$50

*This fee fluctuates depending on the complexity of your template.

In Conclusion

I-Connect offers everything you need to manage and grow your audience, create and send stylish email newsletters and campaigns, and track your responses in real time - all in an easy-to-use, web-based account. Plus we stay on top of industry standards and frequently add new features. And rest assured that your I-Connect account comes with the full support of our Idea Bank Marketing team.



www.ideabankmarketing.com
promotions@ideabankmarketing.com
402-463-0588