

VantagePoint Multimedia E-Mail

Because Media is expensive. And E-mail is not.

See a sample e-mail at http://www.hubgwc.org/content_a/html_email.html

What is it?

VantagePoint ME is a service for delivering sound and video over E-Mail.

With:

1. Interactive streaming **sound & video**.
2. Integrated **real-time stats** tools for measuring the effectiveness of your campaign.
3. **"Smart" mailings** that automatically send individual subscribers content targeted at their interests.



**VantagePoint Multimedia E-Mail:
"Better than TV" right in your Inbox.**

Why?

Problem: Most internet users do not watch much TV or read newspapers.

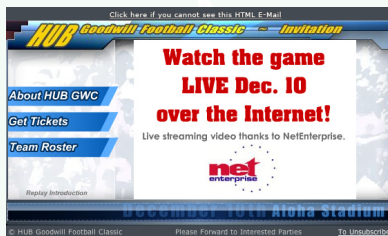
Solution: VantagePoint ME allows TV and Print advertisers to get their message to a **wider audience** without sacrificing quality.

Problem: People are media-saturated.

Solution: VantagePoint ME combines the **bang** of TV commercials with the **interactivity** of the Internet to build an engaging user experience.

VantagePoint Multimedia E-mail moves beyond TV & Radio to **engage** your subscribers in a **sound** and **video** experience that they control.

Features Summary:



Get people excited about your event: Send video, sound, animation, and text right to a subscriber's Inbox.

Smart: Automatically send **targeted**, immersive content to each subscriber based on their viewing habits. You can serve large numbers of subscribers individualized content, for instance as a personalized TV schedule, jukebox, or video playlist.

We Care: By serving subscribers just what they like, you forge **strong personal relationships** with your audience.

Scheduling: Plan campaigns around events months in advance by specifying a non-recurring future date to automatically send your mailing.

Discreet: Adheres to all mass-mailing laws and provides automatic subscribe/unsubscribe functionality.

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68% of surveyed UK design firms had a "hard time quantifying the effectiveness of their campaigns"
- 2001, sample size: 176 companies

VantagePoint ME provides accurate, real-time performance evaluation of your marketing campaign.

Market Analysis

Subscriber-Level Analysis

Vantage Multimedia E-mail helps you collect hard data on subscribers' likes by recording their click path within individual mailings and across the life of a campaign.

Extensible: Import existing sales data to target products at particular people right away.

Personalized Content:

Use Vantage Multimedia E-mail as a long-term content delivery system: Draw from a media pool to automatically send media specifically targeted at individual subscribers, with no effort on your part.

Example:

You sell Wine. Using VantagePoint ME's Customer Analysis tools, you know leightong@aol.com loves Pinot and Merlot, but hates Malbec.

VantagePoint ME can automatically send Leighton only information about Pinot and Merlot, while using an engaging sound and video format.

Campaign-Level Analysis

Quantify subscribers' likes and dislikes across the life of your campaign.

No more guess work: By looking at how many subscribers are interested in options A,B,C,D, you know where to best spend your money to move the most product.

Stop Wasting Advertising Dollars:

Should you run a 30 or 60 second commercial? How long should your radio spot be? Measure how long people pay attention to your message.

Test a marketing message or product offering by watching what option most entices subscribers to click.

Impulse Buying: Measure how long subscribers think before looking at a selection.

Try multiple approaches over time to unequivocally see what works and what doesn't.

Refine your message by getting real-time feedback from market research groups of any size and makeup of your choosing.

Problem: Your carefully prepared magazine ad has zero effect on sales figures. What went wrong? Was it the design? The message? The hook?

Solution: VantagePoint ME helps you decide not just whether your campaign worked, but what parts worked, and why.

Send Future Mailings to Certain Subscribers: For instance, only users who like Widget B, or who click 3 or more times per Mailing.

Delivery

What You Get

Consulting: We help you plan the best way to integrate VantagePoint ME into your media campaign.

Content: Branded mini-website capable of being delivered through e-mail with up to 4 major navigation sections.

High quality compression of your video/commercial suitable for Internet delivery.

Backup copy of your mailing list(s), reports, and media files on CD.

Control: Online Administrative control to create, send, and analyze results for your Mailings.

Live "How To" training for the Administrative interface, and printable manual.

Reporting: You will receive automated E-mails sent out at Midnight for the first 6 days of each Mailing with reports on:

- Number of E-mails sent
- Number of E-mails which failed to send (bad addresses)
- Number of people who viewed the e-mail
- How long they spent browsing the e-mail
- Most Popular ranking of nav sections based on total clicks and time viewed.
- Per-section popularity breakdown

After the 6th day of each mailing, you will receive a detailed report on:

- Total number of E-mails sent
- Total number of E-mails viewed
- Average time spent viewing the e-mail
- Average time spent viewing each section
- Average ranking of nav sections over time
- Number of unsubscribes
- Number of new subscribes
- Geographical Viewer breakdown

Wrap-Up meeting after the 6th day to review the campaign and plan your next step.

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Campaigns consist of Mailings. You can send as many Mailings as you like within a single Campaign. A "Campaign" is any set of Mailings that use the same basic Flash interface.

Cost

Per Campaign

First Mailing

Description	NRC	MRC
Campaign Flash / Video Design & Prep.	\$1200	
Mailing Manager & Analyzer Setup	\$500	\$50
Per E-mail Recipient	\$0.02	

2nd, 3rd, ...nth Mailings

Description	NRC	MRC
Campaign Flash / Video Design & Prep.	\$500	
Mailing Manager & Analyzer Setup		\$50
Per E-mail Recipient	\$0.02	

Timeline

Development Time

Campaigns take 3 weeks to develop from customer media receipt to first Mailing. (15 working days)

We recommend a minimum of one week between Mailings and a maximum of one month. 3-5 Mailings are usually necessary to move a customer to buy.

Total Campaign Life is generally 1-3 months.