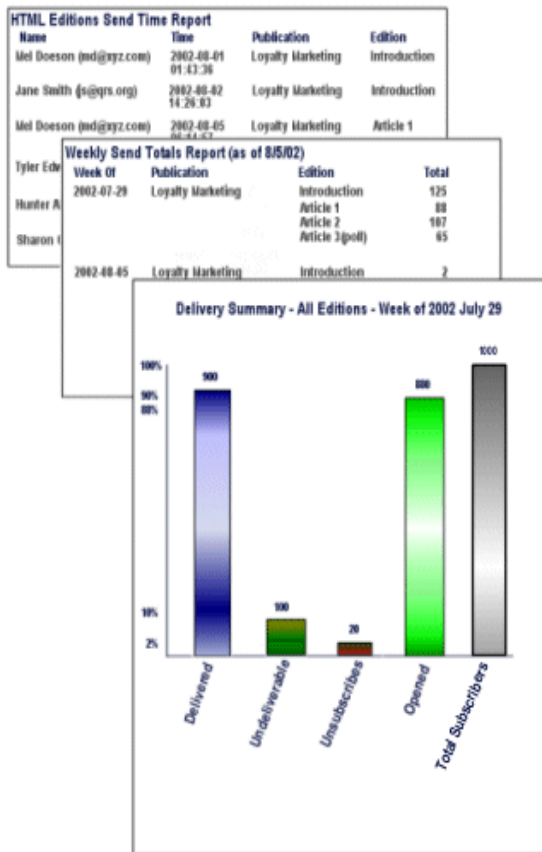


## Are You Getting 15% Response Rates And Immediate, Measurable Results On Your Marketing Communications?

You can receive the *measurable results you deserve* on the marketing dollars you spend. **Blue Steel Software** enables you to have the *detailed, real-time reporting* you need to make informed decisions on getting more bang for your buck. You receive reporting on:

- Who read your message and when,
- How many clicked on a trackable link in the email,
- Results of your surveys, and
- Who's "Telling A Friend" about your offer and whom they've told.



**Increase Response Rates** - with **True Personalization**, well beyond mail-merge. You can make the content unique and relevant for each recipient.

*If you can think it, you can do it.*

**The Advantage of Real-Time Reporting and Test Campaigns** - you can tweak your campaigns to get optimum results, anything you want, *without incurring extra printing costs*, by changing:  
**The Copy | The Graphics | The Layout of the Message**

**Summary & Detailed Reporting** - you don't always have time for the details, but that doesn't mean you don't need them. Comprehensive reporting is standard.

**Graphical Reporting** - a picture is worth a thousand words, and trend tracking is easy to spot with the graphical reports you can view in real-time.

**Custom Reports** - sometimes the standards are enough. Custom reports are available to track those special interactive campaigns. If need a report on it, you can get it.

**To Start Receiving The Results You Need Now, Call Erica Today At 704.377.0006 X205**

Blue Steel Software  
 909 East Blvd. | Suite 203 | Charlotte, NC 28203  
[www.bluesteelsoftware.com](http://www.bluesteelsoftware.com)