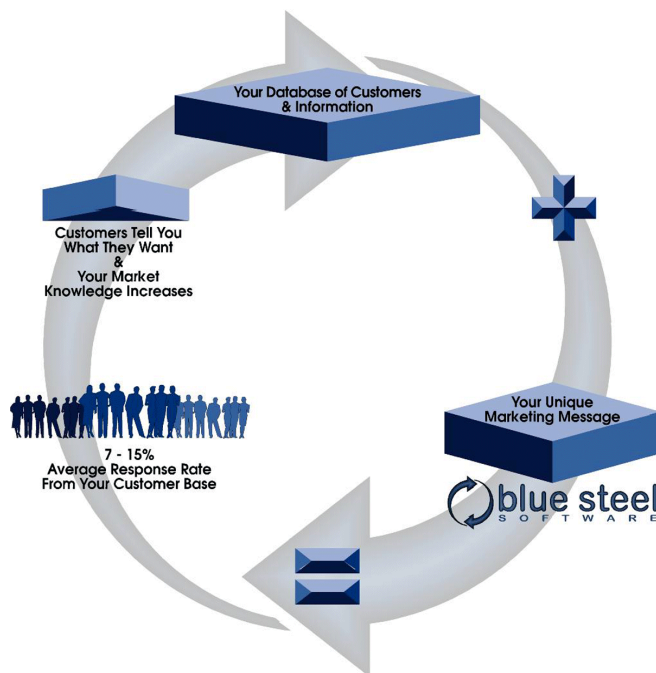


Are You Sending Your Customers The Same Type Of Email That You Delete Every Day, All Day Long?

Customized Email, Per Customer - you can create and *automatically display* only the content you want your customer to view, based on predetermined criteria. Including, but not limited to:

- Polls & Surveys,
- Announcements That Update Automatically,
- Quick Subscribe For Publications,
- Invitations,
- Registrations.

Increase Open Rates - you want your customer to recognize your email, and you want them to read it. By *customizing the "envelope"* of the email, you can increase the number of people who open it. You can tailor for each recipient: [From Name](#) | [Return Address](#) | [Subject](#) | [Greeting](#) | [Signature](#)



Increase Response Rates - with the power of **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.

Leverage The Data You Have - you can have Blue Steel Software (MailSphere) *integrated into your existing databases* and CRM software, to give you the power to *give your customers exactly what they want*, based on what you already know about them.

Choice Of Format - your message can be sent in HTML, AOL, and Text format. *Your customers can choose* the format they prefer, or the system can automatically send the format they can accept.

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](#)

To Start Sending Email With **True Personalization**, Call Erica Today At 704.377.0006 X205

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