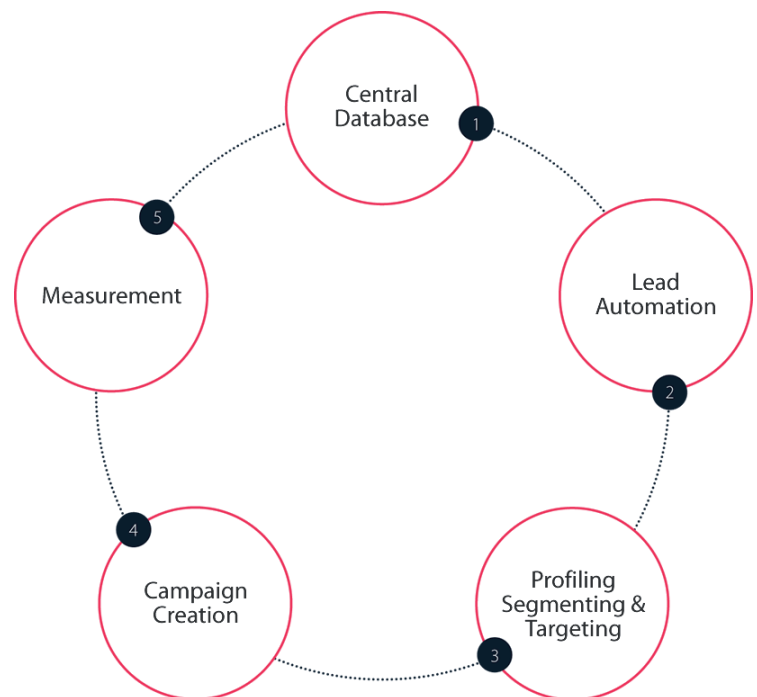


## Email Marketing

Email marketing is a powerful digital marketing tool ideally suited to building loyalty with existing customers and generating new business. It provides a unique opportunity for an ongoing dialogue with your customers, with the ability to deliver highly targeted and cost effective communications directly to their inbox.

Successful email marketing requires a marriage of technology, strategy and highly targeted content. It can generate a wealth of valuable customer data that allows for ongoing optimisation based on how your customers interact and respond to your marketing messages.



### Internal Email Marketing

CLD works with clients to develop internal database mailing lists and implement highly targeted, cost effective ongoing email communication strategies.

CLD email marketing services include:

- **Strategy development**
- **Campaign deployment**
- **Database management**
- **Creative services**
- **Campaign analysis**

### Third Party List Providers

CLD also works with third party database providers to access new audiences and target new market segments. CLD partners include Rewards Central, SMS Pup, Australian Lifestyle Survey, Great Australian Survey, Brand Leaders and many other specialist list providers.

Third party lists offer many campaign advantages:

- **Extensive targeting options: age, gender, location, interest, purchase history/intent**
- **Targeting delivers very high click through rates (25% - 40%)**
- **High conversion rates (2% - 10%)**
- **Results can be on par or even exceed search engine marketing**
- **All activity is 100% trackable**
- **Transparent and accountable**
- **All providers conform to Australian privacy legislation.**

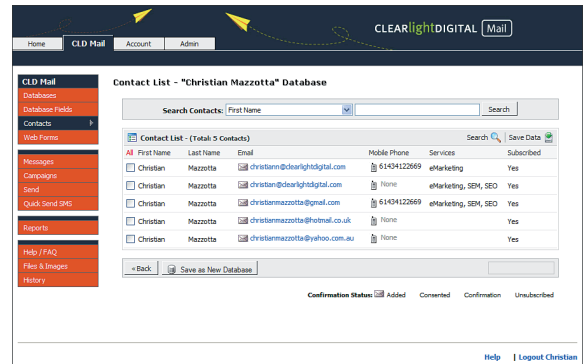
# Clear Light Digital Mail

## Database

Clear Light Digital Mail is an intuitive and powerful web based email and SMS marketing solution. Combining cutting edge technology with creative templates to allow you to develop and manage targeted email and SMS campaigns in minutes.

Clear Light Digital Mail incorporates a robust database that features:

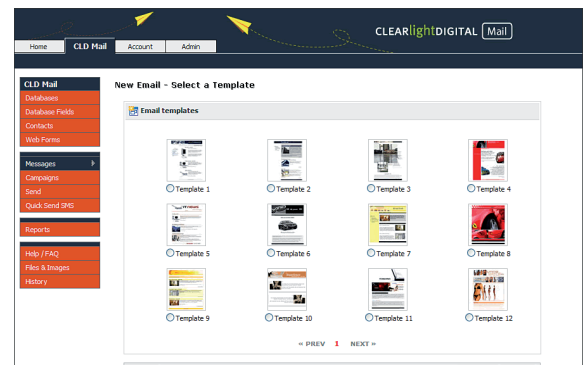
- Add individual contacts or import any CSV file
- Review, edit or delete contact information
- Create separate segmented databases
- Automated or manual Opt-Out management



## Templates

Clear Light Digital Mail features template driven emails functionality comprising:

- A variety of pre-loaded templates or create your own
- Fully featured content editor similar to a word processor
- Create engaging emails with no HTML knowledge
- Custom templates available from CLD



## Reporting

Clear Light Digital Mail includes a fully featured real time reporting system which tracks campaign progress. Reporting metrics tracked include open rate, click through rate (CTR), undeliverable, unsubscribed, updated profiles, send to friends (STF), and much more.

