



high performance,
scalable and database-enabled
e-mail marketing software
with powerful new reporting

version 5.0



UnityMail 5.0 *increases the power of e-mail marketing with high-performance software that makes the most of your computing resources.*

UnityMail 5.0 integrates a relational database into an advanced e-mail list server, allowing you to build one-to-one relationships with your customers, prospects, and employees, as well as create better customer profiles. You can easily integrate customer acquisition, retention, and growth strategies encompassing industry best practices.

UnityMail 5.0 helps marketers develop relevancy strategies where audiences are messaged only when an offer fits a pre-expressed need, action, or preference, thus enhancing customer loyalty. Such personalization and the ability to have meaningful reporting analytics are two of the most important components of a successful e-mail marketing solution.

Plus, UnityMail 5.0 defines scalability by more efficiently distributing the most crucial e-mail delivery and response handling tasks to dedicated machines. You add processing power as you need it, and where you need it, so your performance is maximized. Your outbound campaign messages and your customers' requests are quickly handled.

realize the power and effectiveness of **UnityMail 5.0**

- 4 Create and schedule e-mail marketing campaigns based on your marketing objectives.
- 4 Understand database characteristics for attributes like membership and bounces by running powerful trend analysis graphs and charts.
- 4 Target your mailing list by user characteristics such as behavior, interests, or demographic profile.
- 4 Send personalized e-mail, customizing messages according to the recipient's profile.
- 4 Drive traffic and measure interest with trackable Web links (URLs) and trackable HTML opens.
- 4 Analyze the ROI of your e-mail campaign by drilling down through messaging reports, which evaluate each campaign.

scalable

distributed

personalized

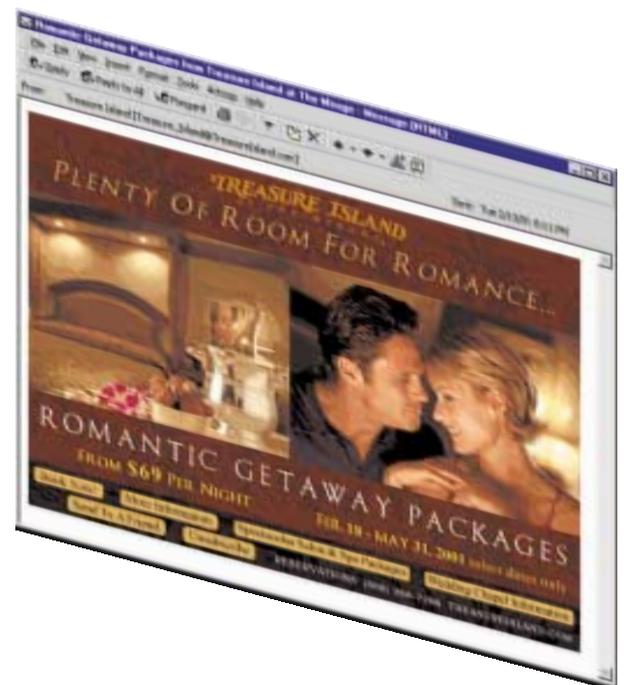
targeted

trackable

dynamic

powerful reporting

e-mail marketing



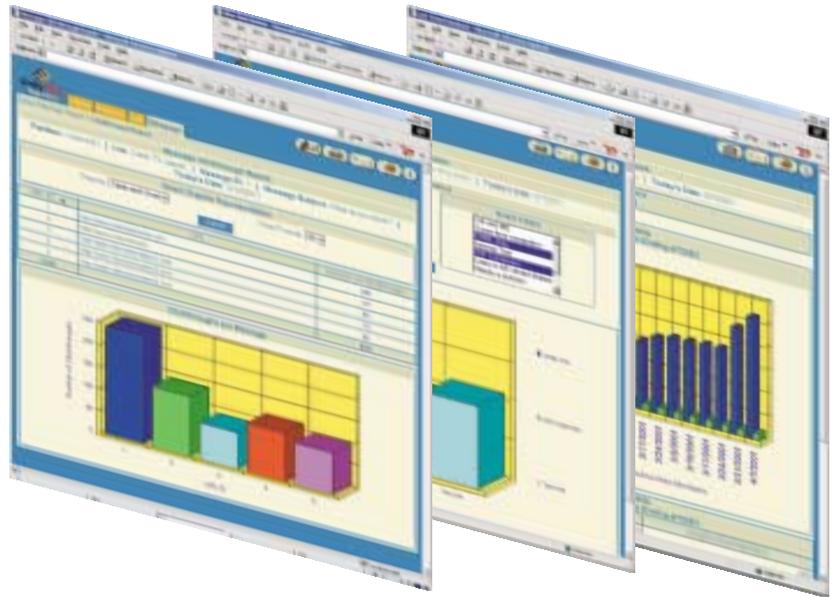
MGM-Mirage™ Resorts uses UnityMail in strategic e-mail marketing campaigns to retain and cross-sell their customer base.

new features In UnityMail 5.0

powerful reporting

UnityMail 5.0 offers powerful reporting to help you understand the behavior and interests of your target audiences and help you analyze the effectiveness of your e-mail campaigns. New features include System, Message, and List reports.

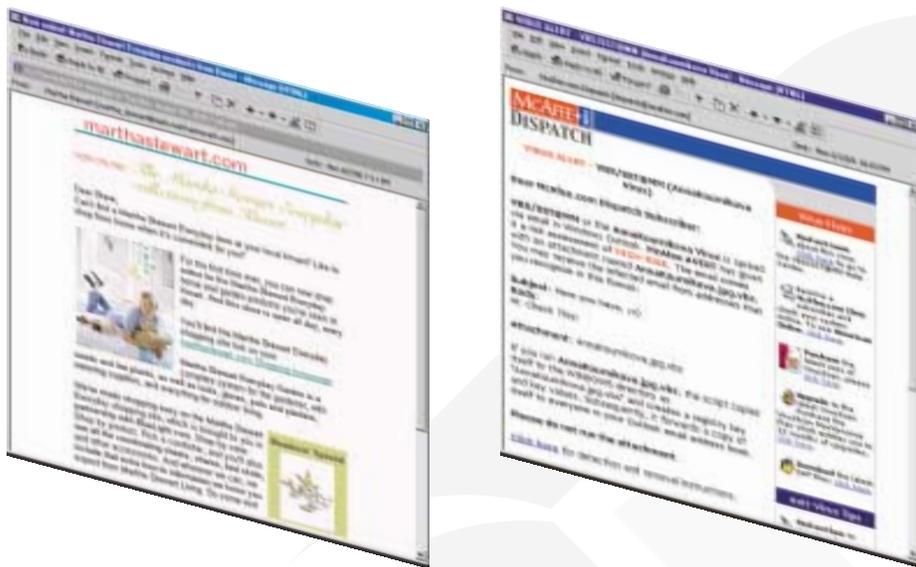
- 4 System reports allow you to understand the characteristics and limits of your database including such things as partition sizes, names, creation dates, total members, and managers, as well as total number of messages.
- 4 With Message reports, you can analyze a particular campaign by examining message summary reports and drilling down to URL click-throughs, HTML opens, and bounces.
- 4 List reports allow you to view trends on member activities over time (weekly, monthly, yearly).



Easy-to-use, yet powerful reporting capabilities help you understand your customer's profiles and list activity. Pictured here are just a few of your reporting options: URL tracking summaries, filter distribution by membership profile, and list trend analysis providing member subscribes and unsubscribes over time.

expand your audiences with international languages

UnityMail 5.0 features new language capabilities allowing the user to expand audiences internationally. The user interface remains in English, but with UnityMail 5.0 software, the sender can transmit messages in single and double-byte character sets.



Martha Stewart delivers targeted promotions from marthastewart.com® directly to customers' inboxes with UnityMail, while McAfee.com® keeps their customers up-to-date with timely alerts and virus warnings.

UnityMail™

why UnityMail?

UnityMail 5.0 provides a solution for targeted, personalized e-mail list management and permission-based marketing. UnityMail performs standard e-mail delivery, bounce and response management, as well as powerful drill down reporting and international messaging capabilities.

scalability for growth and fit

Scalability means the flexibility to expand or grow your e-mail marketing program to meet your needs without re-engineering, without purchasing new software, and without interruption, or even short-term performance degradation. UnityMail 5.0 is designed for an efficient distributed processing environment so you can add power at any time without missing a beat. We simply add processors or servers dedicated to sending your messages as your customer lists grow, or we can add resources to handle incoming messages following an outbound campaign.

dynamic content management

A content database is the easiest, most effective way to make sure your newsletters, announcements, and other messages contain the targeted information your subscribers want. UnityMail 5.0 will automatically deliver continuously updated versions monthly, daily, or as often as you want.

trackable URLs

UnityMail 5.0 lets you deliver trackable URLs in the body of your text, HTML, or AOL e-mail. Use trackable URLs to drive traffic to your Web site and use the clicking behavior - click or no-click - to identify the response to your offers.

targeted e-mail marketing

With UnityMail 5.0, targeting your e-mail is easy. It allows you to segment your list to maximize the response to your message. For example, you can send e-mail to all customers whose contracts are due for renewal, or target messages to clients in certain geographic areas, or to those having certain behavior profiles.

sampling and testing e-mail lists

UnityMail 5.0 supports quick and easy sampling and testing. E-mail can be delivered to a random list sample or to every nth member of the list.

personalized e-mail

Improve response and read rates by personalizing your e-mail using any field in your database. Personalize the "To, From, and Subject" fields, as well as the body copy to achieve the one-to-one effect of an individualized message.

auto-sensing HTML or text

With UnityMail 5.0, you can send Web-formatted HTML e-mail with confidence, knowing that your subscribers will receive a readable version of your message. UnityMail 5.0 predetermines the message formats your users can receive - HTML or text - and delivers the right version.

sequence message campaigns

Set up e-mail campaigns and automatically deliver a sequence of messages to any filtered segment of your list. You can customize your campaigns to provide different sets of messages to different people based on their interests, behavior, or demographics.

updating subscriber data

UnityMail's customizable Member Control Panel is a set of Web forms that lets your subscribers update their personal database information, change their e-mail address, and view your e-message archives. Save time and improve the accuracy of your data by allowing your subscribers to manage their own information.

Web forms

Subscribers can opt-in to your e-messaging database using UnityMail Web forms. Quickly generated with templates and an HTML-generating wizard, you can create customized forms and questionnaires in minutes.

UnityMail™

technically speaking

superior e-mail delivery engine

UnityMail delivers e-mail to subscribers or to standard SMTP mail servers. It includes a high-speed SMTP e-mail delivery engine that can reside on the same server as UnityMail 5.0 software or is distributed to multiple servers for very high-volume enterprise applications. Alternatively, UnityMail can use any SMTP mail server for a UNIX or Windows operating system.

Compatible with Microsoft Windows 2000 Server, UnityMail 5.0 server software is managed and controlled with a Web browser. The software requires a full-time dedicated Internet link and a stable domain address.

direct access to your database

UnityMail is delivered with a built-in Microsoft Data Engine (MSDE) database but is compliant with a number of relational databases, including Oracle and Microsoft SQL Server. This allows you to connect UnityMail directly to your enterprise database where it can access data directly without importing. For ease of integration into corporate data structures, UnityMail Web forms or the member control panel can be used to update your subscriber database information.

software development kit

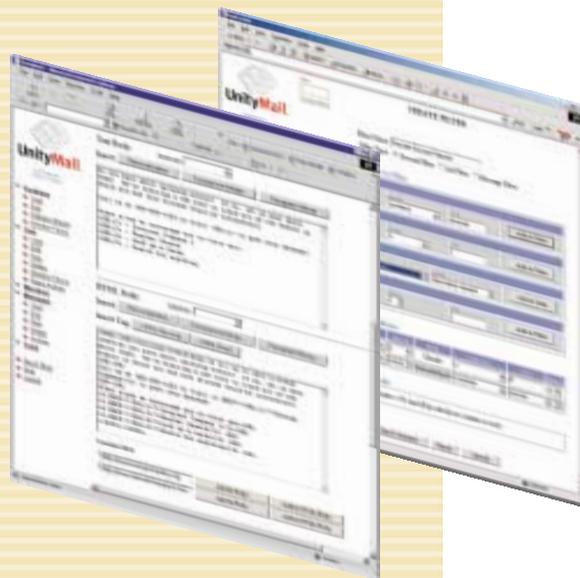
To adapt UnityMail to particular corporate environments, or to enable other customized functions, the UnityMail 5.0 Software Development Kit (SDK) provides developers the tools to access UnityMail commands outside of a login session with a UnityMail server. The SDK uses ActiveX automation, HTTP protocols, or e-mail commands.

administration and list management

UnityMail 5.0 offers an extensive degree of control over list manager privileges and database characteristics. A single UnityMail installation can be linked to multiple external databases. Within a UnityMail partition, administrators can link to external databases, establish limits on the number of subscribers, message size, trackable URLs, and the number and privileges of managers with permission to access the partition. For list managers, privileges can be set for access to attributes, campaigns, specific lists, filters, and other controls.

IIS support

UnityMail 5.0 uses Microsoft Internet Information Server (IIS) for maximum scalability in high-member traffic interactions such as web forms, customized trackable URLs, and searchable archives.



UnityMail 5.0 provides an easy-to-use comprehensive web-based interface. Whether it's administering your list, submitting content, or creating on-the-fly filter queries, you will find all the power built right into your interface.

UnityMail™

UnityMail world-class support

With UnityMail 5.0, you not only get a premier e-messaging software system that is fully configured and easy-to-use right out of the box, but you also receive the expert assistance of a dedicated support team.

Our support team includes technical programming and database experts with comprehensive backgrounds in integration. We also have a top-notch Professional Services staff that is ready and able to help you with special on-site assistance in system installation and with customizing UnityMail implementations.

In addition, MessageMedia provides a dedicated Customer Advocate to help facilitate problem resolution and to make sure your UnityMail 5.0 e-messaging program is running smoothly.

licensed or hosted software solutions

- 4 *UnityMail 5.0*
- 4 *UnityMail 5.0 Enterprise*
- 4 *UnityMail ASP*
- 4 *UnityMail Express*

For an evaluation, a demonstration, or for more information, explore the UnityMail web site at www.messagemedia.com/solutions or contact us at 1-888-999-1420.

your servers or ours

UnityMail 5.0 provides you with the choice of running your e-messaging solution in-house on licensed software or using MessageMedia's resources to host UnityMail for you. With both, you are in control of the software, making the decisions when to send messages and how you want them delivered.

licensed software

UnityMail 5.0 is available as licensed software for single-server environments or as UnityMail 5.0 Enterprise for distributed (multi-server) networks. With UnityMail 5.0 installed in-house on your servers, you can link directly to your corporate database and deliver e-mail on your Internet link.

UnityMail ASP is MessageMedia's program for resellers that allows you to deliver this powerful e-mail capability to your end-user clients. With UnityMail ASP running on your servers and accessed via the Web by your clients, you enable them to take advantage of the power of e-mail marketing.

hosted software

UnityMail Express is MessageMedia's hosted software solution. Express provides customers complete end-user control without the installation, setup, and maintenance associated with bringing licensed software in-house. MessageMedia supplies the servers and the Internet link while you control the software using your Web browser and private interface.