

The logo features a large, stylized red 'E' shape above the word 'EVALANCHE' in a bold, black, sans-serif font. Below the brand name, the words 'EMAIL MARKETING SOLUTION' are written in a smaller, black, sans-serif font.

**EVALANCHE**  
EMAIL MARKETING SOLUTION



THE NEXT GENERATION  
EMAIL MARKETING SOLUTION

NEW: VERSION 3

## THE NEXT GENERATION EMAIL MARKETING SOLUTION

EVALANCHE is one of the very latest web-based email marketing solutions (EMS) on the European market – with an open architecture for international utilisation and for the most demanding productivity requirements. Especially designed for target group oriented marketing campaigns, EVALANCHE effectively supports you in the acquisition of new customers, as well as in interactive and cross-medial dialogue with existing customers.

EVALANCHE supports contemporary permission marketing. This is more

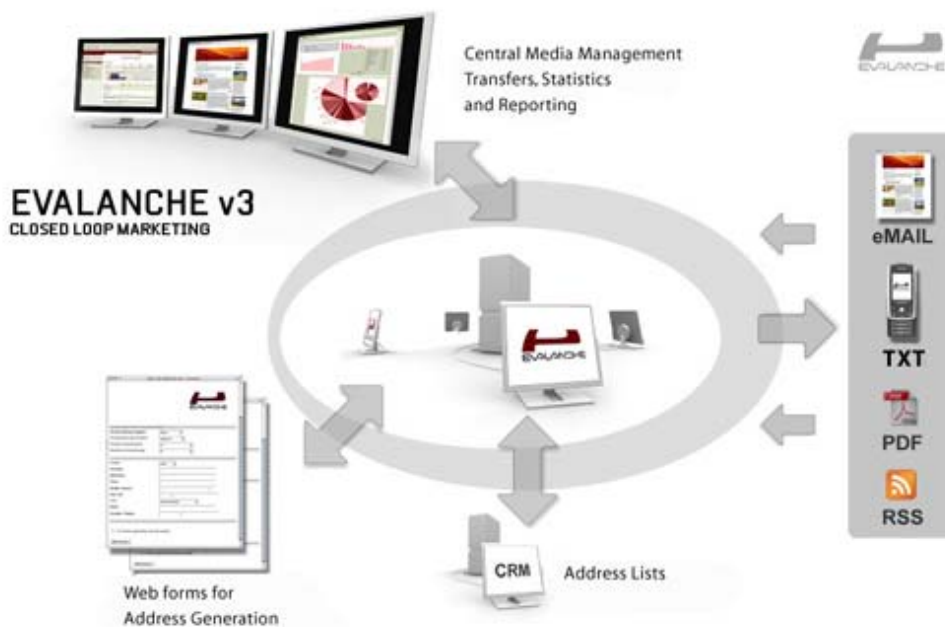
cost effective than one-way-mailings with high scattering loss. Systematic feedback analysis support you effectively to measure the success of your campaign.

EVALANCHE informs interested parties and clients differently – with personalised salutation and individualised content.

EVALANCHE can be used on a rental basis or as a stand-alone-solution.

### EVALANCHE'S CAPABILITIES

- Existing address lists can be separated into target groups
- New address lists can be imported
- Plan and execute emailings fast
- Integrate a diverse range of media without extra effort
- Create address profiles long term for optimising target group focussing
- Evaluate and analyse feedback automatically





## EASY, POWERFUL AND LUCRATIVE EMAIL MARKETING WITH EVALANCHE

### LOW INITIAL COSTS

Thanks to Application Service Providing (ASP) there are no high start-up costs for software, hardware and administration.

### FLEXIBILITY AND INDEPENDENCE

Campaigns can be planned, controlled, developed and evaluated from any device connected to the internet anywhere and at any time. No software installation necessary.

### STRUCTURED ADDRESS MANAGEMENT

The central database with all common confirmation techniques (double-, confirmed-, and single OptIn) secures the buildup of a quality address database.

### SIMPLE DESIGN CAPABILITIES

We provide you with templates that you can use to rapidly create professional newsletters - without any programming skills. You just have to add the texts, articles and images of your choice - the correct scaling and representation takes place automatically, as does individualisation and personalisation for precisely targeted one-to-one communication.

### EXACT TARGET GROUP DEFINITION

An exact target group definition and profile assignment keep scattering loss at a minimum.

### INDIVIDUALISATION

The personalisation and individualisation of all content via all channels creates an ideal dialogue and a maximum response rate.

### CROSSMEDIA NEWSLETTER

Not only the standard HTML newsletter is generated by the system. All other necessary components including a text version, the newsletter as website, PDF newsletter, PDF newsletter articles, Landing pages (articles in web format) and RSS feeds are automatically created by the system.

### CENTRAL MEDIA MANAGEMENT

The media center manages all data and information including images, articles, templates, documents and attachments. This way you can combine existing components for a new email campaign in no time.

### WEB SERVICE COMPONENTS

No matter what service components are needed in shape of an online form, they can be directly and automatically integrated into a newsletter, e.g. call back-, order- or contact forms, online promotions and marketing research questionnaires. All integrated forms can be prefilled with existing data of the recipient.

### ACCURATE SUCCESS CONTROL

Numerous statistic evaluations offer information about the exact client behaviour and therefore enable measurable marketing. How often and when was a newsletter opened? How often did someone click on specific content?

## NEW IN VERSION 3: THE HIGHLIGHTS

### CENTRAL PROFILE MANAGEMENT

EVALANCHE CONTROLS THE ENTIRE CYCLE OF CLOSED LOOP MARKETING – FROM THE GENERATION OF ADDRESSES THROUGH TO THE LAYOUT OF THE INFORMATION UP TO DESPATCH – AND SUPPLIES YOU WITH DETAILED DATA FOR FEEDBACK ANALYSIS AND SUCCESS CONTROLLING.

#### WEB-BASED SOLUTION

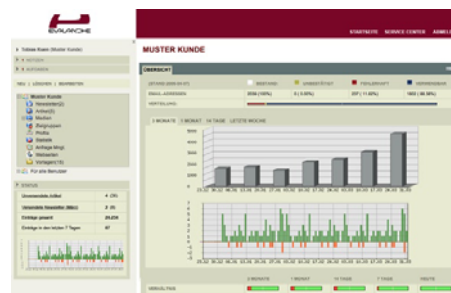
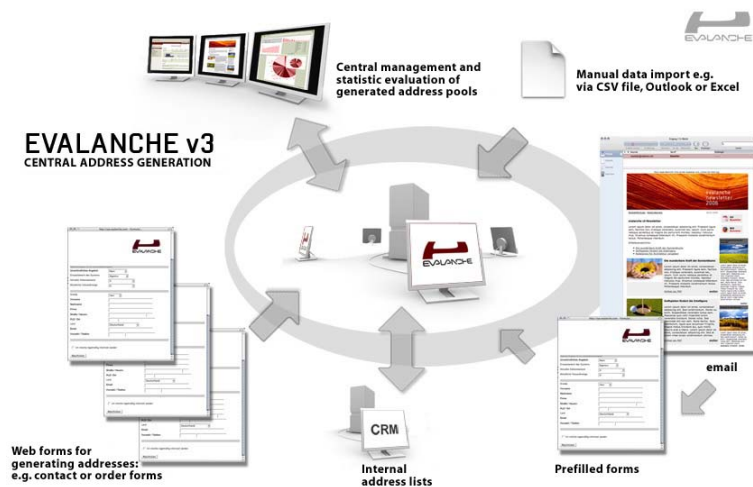
EVALANCHE can be operated from any Desktop with an internet connection and common web browsers. Just logon with your username and password. We offer a high level of availability and security for your data – with SSL-encoding or VPN (Virtual Private Network) as well as fail safe servers.

#### GENERATING ADDRESSES VIA WEB FORMS

Web forms for the acquisition of addresses can be easily and intuitively designed on-screen and then adapted and integrated into newsletters or web pages - with automatically created links to fields in the address database and pre-population of contents per mouse-click. Web forms can, for example, be used for Newsletter-, order-, call back- and contact forms.

#### ADVANTAGES

- Central organisation of all address profiles
- Profiles are directly available for marketing activities
- Automatic check for douplets
- Long term buildup of quality address profiles

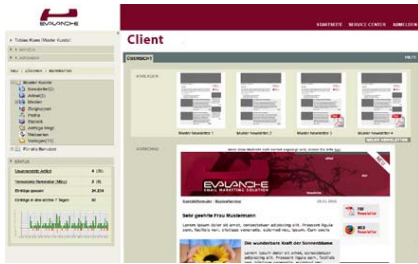


## NEW IN VERSION 3: THE HIGHLIGHTS

### CROSSMEDIA NEWSLETTER

#### INFORMATION DESIGN WITH DYNAMIC TEMPLATES

It has never been so easy for editors to create complex newsletters – without any programming skills. Once you have entered the newsletter article via a comfortable web editor all necessary newsletter components will be generated automatically based on the predefined or individual templates. All templates offer a high level of flexibility: They can be configured and implemented manually.



#### DYNAMIC NEWSLETTER

The whole newsletter is dynamically generated and individualised based on the newsletter articles.

Dynamically generated newsletter components:

- HTML version of newsletter
- Text version of newsletter
- All necessary landing pages of newsletter articles
- Newsletter as a dynamic website for browser without image display
- PDF newsletter complete with a long version to every article
- All newsletter articles as PDF versions
- RSS feed of newsletter
- Newsfeeds for website

#### ADVANTAGES

- Crossmedia newsletter in a few minutes
- Maximum service and comfort for newsletter recipient
- No programming skills needed for development of a professional newsletter
- Dynamic templates ease the editor's design workload
- Central management of all news and articles



# NEW IN VERSION 3: THE HIGHLIGHTS

## INDIVIDUALISED CONTENT

### INDIVIDUALISATION AND PERSONALISATION

EVALANCHE offers the complete individualisation of all content of a newsletter. In addition to the personalised salutation newsletter articles can be displayed dependent on the recipient's profile.

### EXPANDABILITY

We offer experienced newsletter developers two programming languages for extremely complex solutions.

### AUTOMATIC SUBJECT ASSIGNMENT

Three different subjects can be defined for every newsletter. The system chooses the best suitable subject automatically – depending on the recipient.



## NEWSLETTER PERSONALISATION AND INDIVIDUALISATION



Newsletter template

Personal salutation

Visual Individualisation

Individualised content

Kontaktformular: Rückfragebogen 28.01.2006

**Dear Mrs Example**  
 Lorem ipsum dolor sit amet, consectetur adipiscing elit. Praesent ligula sem, facilisis non, tristique venenatis, euismod nec, ipsum. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Vivamus consequat bibendum mi. Praesent molestie condimentum lectus. Pellentesque interdum.

Inhaltsverzeichnis:

- Die wunderbare Kraft der Sonnenblume
- Golfreisen für die Intelligenz
- Nobelpreis für Architektur vergeben

**Die wunderbare Kraft der Sonnenblume**  
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**Golfreisen für die Intelligenz**  
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Final Newsletter for Mrs Example

## NEW IN VERSION 3: THE HIGHLIGHTS

### AUTOMATIC IMAGE PROCESSING

#### MEDIA MANAGEMENT

With the EVALANCHE media center all necessary data for all email campaigns can be managed. For example the newsletter templates, documents for download, images, Flash and movie elements as well as newsletter articles.

#### DYNAMIC IMAGE PROCESSING

EVALANCHE generates all image sizes, formats and compressions necessary automatically on a separate image server. Images are loaded into the system once and processed automatically for all purposes: optimised for print for PDF, detailed for landingpages and optimised for HTML newsletter. No preparation of image sizes (e.g. in Photoshop) necessary.

#### ADVANTAGES

- Optimised image quality in all media
- No image processing necessary
- Creation of newsletter articles in no time
- Images can be imported directly from source (e.g. Digicam, image folder...)



## NEW IN VERSION 3: THE HIGHLIGHTS

### REPORTING AND STATISTICS

#### REPORTING, STATISTICS AND ANALYSIS

Immediately after the start of a campaign EVALANCHE delivers a graphic report of the progress in real time. This shows how many recipients opened the newsletter or the mailing and how many have clicked on a link. EVALANCHE informs about important events which are important for successful control of your campaign.

Statistical evaluation of e.g.:

- Number of emails opened
- Number of clicked links
- Amount of read content
- Addresses generated through online form
- Addresses lost through unsubscriptions

A final report summarises all important statistical information: about the email transfer, the addresses generated and current address profiles.

#### ACCESS AUTHORISATION

The access authorisation of every user can be defined according to their job definition. For example:

- Editors: Preparation and design of campaigns
- Campaign manager: Review, approval, statistics
- Controlling: Commercial controlling of campaigns
- Management: Success control, reports



## NEW IN VERSION 3: THE HIGHLIGHTS

### AREAS OF DEPLOYMENT

A NUMBER OF EXAMPLES OF HOW EVALANCHE CAN BE USED IN EVERYDAY BUSINESS:

#### USED AS NEWSLETTER SYSTEM

Using EVALANCHE as a newsletter system to generate email addresses and stay in direct contact with clients is the classic area of deployment.

- Address generation via web form
- Generating permission via double-OptIn practise
- Automatic check for doublets
- Newsletter design and development
- Newsletter transfer via email, TXT, PDF and RSS
- Statistics and reporting

#### USED TO BUILD UP PROFILES

The closed loop profiling describes the systematic buildup of address profiles based on a few basic pieces of information. The buildup takes place using prefilled web forms in user interfaces or:

- Info mailings and newsletter
- Marketing and client surveys
- Online promotions and competitions
- Info services like reminder emails
- Training and courses via email

With service components in newsletters in form of contact-, order- and call back forms, existing address profiles can be systematically extended. The profiles, which are built over time, can be used for individualisation of all media.

#### USED IN MULTI CHANNEL MARKETING

Additional to the classic newsletter the system can be used for media including TXT, PDF and RSS.

- Crossmedia marketing campaigns
- Central data management and campaign planning
- Dynamic generation of all media
- Individualisation and personalisation of all media
- Interface for print and fax

#### USED FOR ADDRESS GENERATION

Special tools for generating web forms can be used for targeted address generation.

- Integrating web forms into ecampaigns (e.g. Google Adwords, website, banner...)
- Using enquiry forms. The system sends the enquiry on and saves the submitted data in the profiles database.



## COST FREE 14 DAY TEST PERIOD

TO BE ABLE TO TEST THE FULL POWER AND POTENTIAL OF EVALANCHE WE OFFER YOU A 14 DAY COST FREE TEST PERIOD.

YOUR INDIVIDUAL TEST ENVIRONMENT WITH TEMPLATES

If you wish, we can assist you from the beginning to create an environment for your test period which is tailored to your needs. In addition to that we offer a complete scenario offering you professional newsletter templates, help you with the import and editing of your test addresses and simulate with you – if wanted – a complete test campaign with evaluation.

TEST EVALANCHE LIVE: [www.evalanche.com](http://www.evalanche.com)

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