



> Direct Marketing Tools

Westar Trade Resources Direct Marketing Tools (DM Tools) are designed for organizations wanting to maximize program effectiveness via improved targeting, messaging, and testing. Our three DM Tools components are designed to work together to provide you a full range of marketing capabilities. Purchase all options for optimal functionality.

Subscriber Profiles & Segmentation - Westar Trade Resources Subscriber Profiles & Segmentation option enables you to add additional demographic or interest data for each subscriber then easily create list segments based on this data. Our segmentation rules engine allows you to use functions such as "greater than" or "equal to" to create list segments for your appropriate audience; import subscriber profiles from your CRM system, then create personalized emails via our online text editor. For example, dynamically incorporate personalization on subscriber company, income, zip code, birth date, purchase history, etc. Personalize your emails for higher response rates!

Subscriber Data

First Name: Paul

Last Name: Adams

Email Address: paul@northupnorth.com

Region: Home

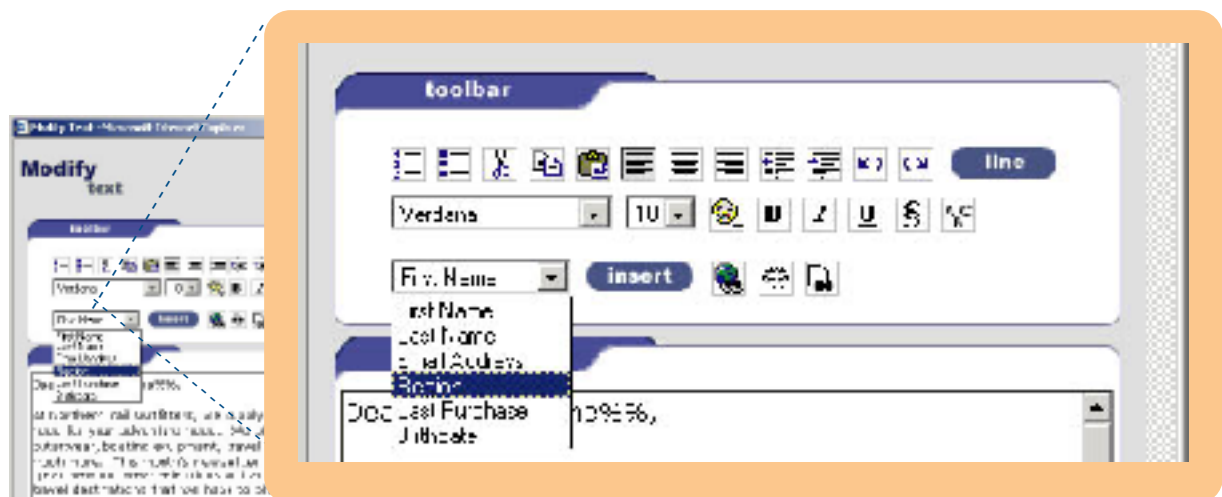
Last Purchase: 8-20-08

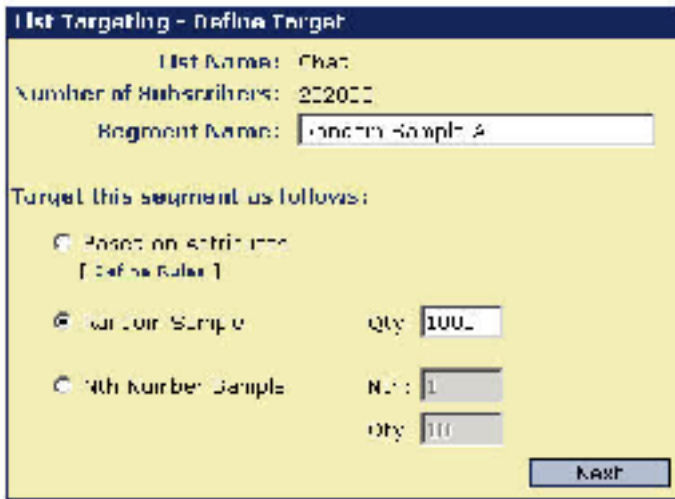
Status: Active

Email Type: HTML

Birthdate: 5-1-18

Buttons: Cancel, Return to List

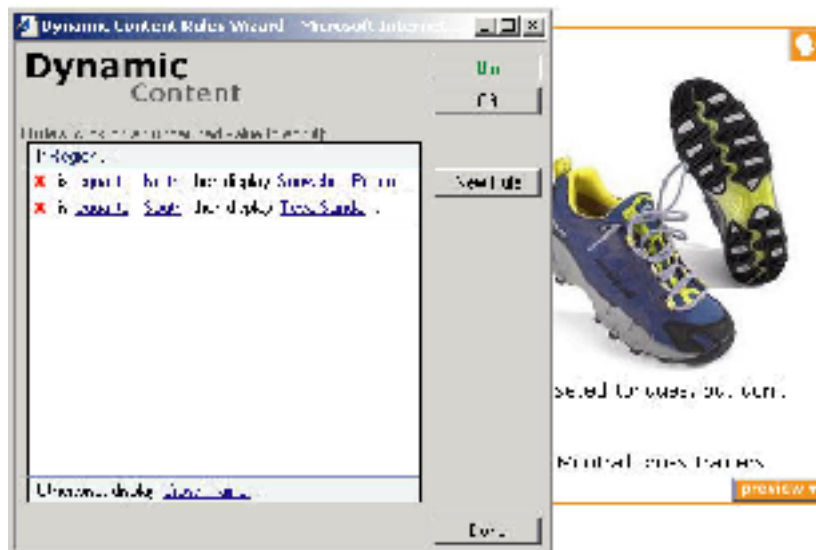




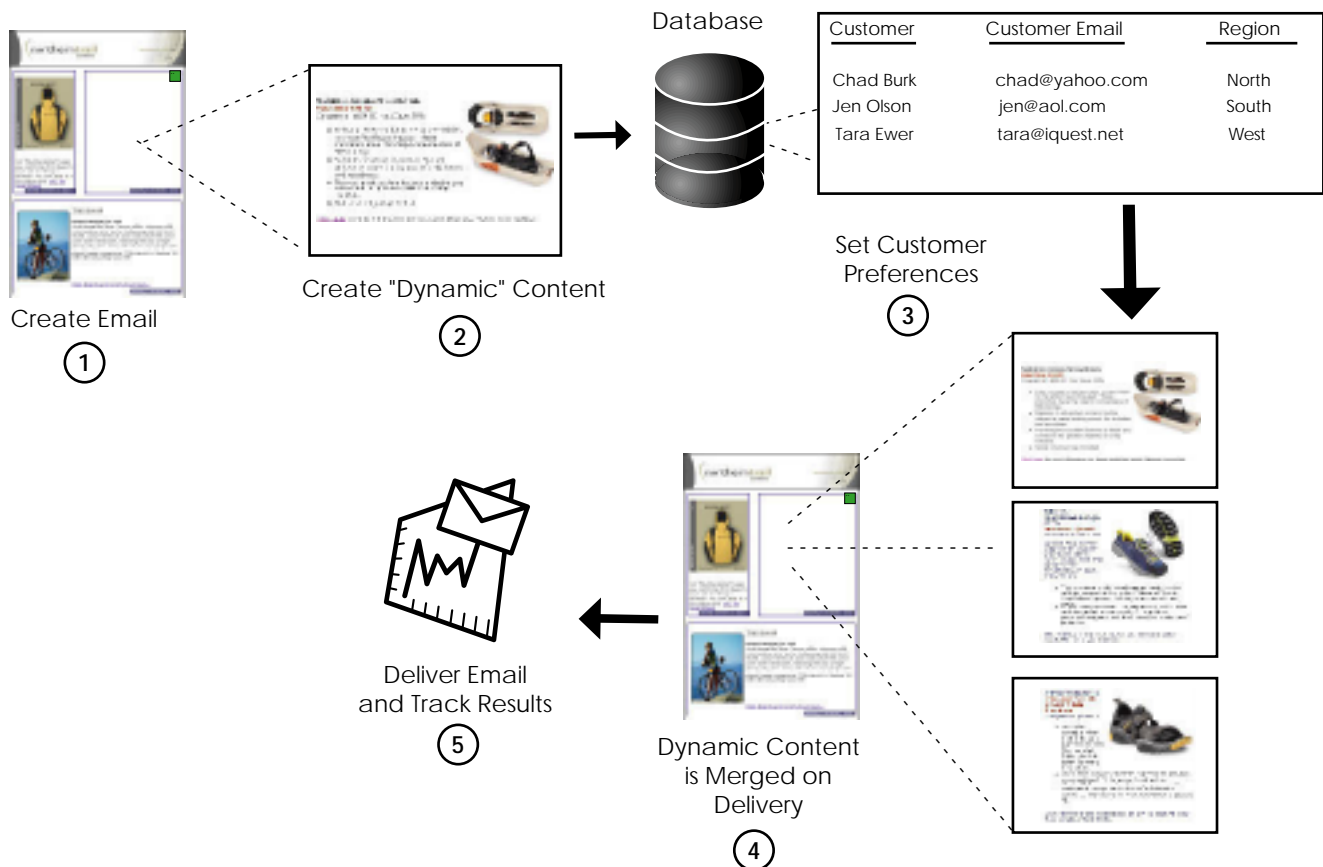
List Targeting - List Targeting allows you to use common direct marketing testing tactics to increase the response rates on your email communications. Using list targeting, you can create Random and Nth Number samples of your subscriber lists for testing purposes. By creating two or more targeted list segments, you can easily test and optimize message formats, subject lines and content.

Dynamic Content - Dynamic Content enables you to realize the promise of true one-to-one marketing by allowing you to send unique content (copy and images) to each individual subscriber on your list. Customize your content around subscriber purchase history, age, income, and other demographic or interest data. Deliver the right message to the right customer.

Imagine receiving only emails that appealed to your interests? You wouldn't need to spend hours searching for information or products, you could just subscribe to companies using this technology, provide them a bit of information on your interests, then you'd receive timely, targeted emails about skiing, llama farming, beer brewing, or any other topic. Because of the value added to you, you'd be more likely to do business with and stay with those companies.



> Dynamic Content Process



1. Create Email

Create email and designate some content areas as "dynamic" for one-to-one customization. Set one content area or the whole email as dynamic for maximum personalization.

2. Create "Dynamic" Content

Create "dynamic content" to be used for each unique customer profile. For example, unique content is created for customers in the North, South, East and West regions.

3. Set Customer Preferences

Set customer preferences in your Westar Trade Resources Subscriber Profiles database. For example, assign a region to each customer: North, South, East, or West.

4. Dynamic Content is Merged on Delivery

Deliver Email: Content is delivered and dynamic content is inserted dynamically into the email based on subscriber profile data. For example, customers in the North region receive the snow shoe, and those in the south receive the sport sandal. The right message to the right customer!

5. Deliver Emails and Track Results

Deliver Emails and Track Results. Online tracking is available immediately after the emails are delivered. View most popular links and optimize next email based on your findings.