Today, it's an undisputed fact among marketers: email marketing has become the most cost-effective way to acquire and retain customers. According to Gartner Research, more US businesses are using email marketing campaigns instead of traditional direct mailings. A recent survey from the Direct Marketing Association reports that two-thirds of US companies claim that sales increased in 2001, as a result of using email marketing.

The reason for email's popularity is clear -- it's cheap, it's fast, and response rates are higher than traditional direct marketing methods. With email, production is not delayed by printing times, feedback is immediate and email is unrivalled in its ability to target the right message to the right customer at the right time.

Customers are ready and willing to participate in email marketing. The reason is simple -- If customers perceive you have something of value to offer; they will listen. And, if you engage them with the right message, they will respond positively. According to a recent study by DoubleClick, 82% of consumers have made a purchase in the past year as a result of clicking on a permission-based email.

THE BENEFITS OF EMAIL
- Communicate with thousands of customers on a personal basis
- Connect with new prospects and generate qualified leads
- Drive down the cost of sales, marketing, and customer service
- Build customer loyalty and improve retention rates
- Increase sales and encourage repeat purchases

HOW YOU CAN USE EMAIL
- Launch sales promotions and roll-out new products
- Funnel qualified leads to your web site and sales force
- Drive Customer acquisition and referral programs
- Publish newsletters and customer satisfaction surveys
- Build branding and corporate marketing campaigns
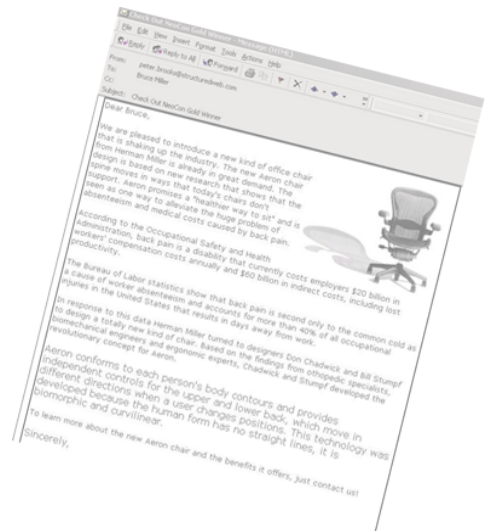
EMARKETING CENTER BACKGROUND
StructuredWeb brings the power of email - the web's most effective communication tool - to small businesses through one "do-it-yourself" application that is fast, simple and affordable. Using our eMarketing Center, companies can quickly and easily create successful email marketing campaigns to create awareness, build strong relationships, and grow revenue at a fraction of the cost of traditional direct marketing.

HOW IT WORKS
eMarketingCenter is driven by (5) core components:

1) Customer Profiles: Allow you to flag individual customers by criteria that you establish (e.g. business type, account status, purchase history), so that you can quickly find customers that share common traits.

2) Mailing Lists: Enables you to search your entire database of customers and prospects, quickly locate and retrieve contacts, identify the customers you wish to target, and build unlimited mailing lists that yield results.

3) Desktop Publisher: Enables you to create beautiful email messages, standardized letters or almost any kind of form complete with images (e.g. company logos, products, scanned signatures) and personal information including name, company, and more to ensure your messages resonate with customers.

4) Schedule & Send: Manage the timing of your campaigns by choosing the exact date and time that you want to reach your customers. You can also trigger messages to be issued at key events in your customer's lifetime.

5) Tracking & Reporting: Allows you to quickly and easily track campaigns, analyze results, and test offers so you can seize immediate sales opportunities and apply knowledge to future campaigns.

1

Search Contact Information
To search for customers based on their contact information, fill in the desired fields and select an equation method (ex. Equal, Contains, etc.).
If you select more than one criteria, the system will search for customers who match ALL selected criteria.

Field Name	Equation	Search Criteria
First Name	All	
Last Name	All	
Address 1	All	
Address 2		

Search by contact information to target people by geographic location (e.g. city, state or zip code)

Search Contact Profile
To search customers based on their Profile, select the desired criteria from the list below.

Business Type
- ☐ Architect
- ☐ Construction Company
- ☐ Design Firm
- ☐ Real Estate Broker

Company Size
- ☐ 0 - 99 Employees
- ☐ 500+ Employees
- ☐ 100 - 249 Employees

Search customers based on their Profile; select from criteria that you establish (e.g. business type, company size)

2

Subject: [FirstName], Check-Out the Deals at Davis Supply

Personalize your messages with individual customer information

| Verdana | 10 | Normal |

Dear [FirstName],

Are you looking for great deals on office supplies?

If you don't know where you're going to find the right supplies this year, we'ved got you covered at Davis Supply!

Our products are flying off the shelves, so Hurry In! Here are some of our current specials. They are going fast!!!! You can check out the hottest deals on office supplies on the web at www.davis_supply.com

ORDER TODAY AND START SAVING MONEY!

SPECIAL OFFER!
LOWEST COST COPY PAPER Low as
$1.99/ream
CLICK HERE

Fellowes **Shredders at our LOWEST PRICES EVER!**
CLICK HERE

Insert images to spice up your message

Insert links and drive traffic anywhere you want (e.g. your web site, registration pages)

Use different fonts, color, bold, italics

3

Schedule & Send Your Campaign

Choose the date and time to send your eMail Campaign and click Send.

Status: New - Not Scheduled for distribution

Date: 08/06/2002 MM/DD/YYYY

Time 8 PM

Schedule Distribution

Mange the timing of your campaigns by selecting the exact date and time you want

Transmit your message with the click of a button

Centrally Track all Campaigns,

Campaigns List

► Add New
► Delete Checked

	Campaign Name	Status	List	Sent	Opened	Linked
☐	White Pajama	New - Not Scheduled for distribution	1	0	0	0
☐	Get, Grow (Knoll)	New - Not Scheduled for distribution	14	0	0	0
☐	Get, Grow (Allsteel)	Completed 05/03/02 @ 05:01 PM	43	43	28	2

> **Campaign Manager enables you to easily check status and pull reports with the click of a button**

Instantly Recall Top-Line Reports,

Campaigns Reports

Summary

Total List	194
Sent	194 (100%)
Opened	124 (64%)
Not Opened	70 (36%)
Linked	0 (0%)
Unsubscribe	1 (1%)

> **Top-Line reports allow you to instantly gauge success, analyze results, and track response**

Drill Down to Detailed Reports

Opened eMails Report

Total customers in this list: 283

<< First < Previous   Page 1 of 10   Next > Last >>

	First Name	Last Name	Email	Company Name	Sent	Opened	Linked
☐	Adam	Krapish	adam.krapish@ofcog.com	Contract Furniture Group	Y	Y	
☐	Betsy	Lombardi	blombardi@northsky.com	Northsky	Y	Y	
☐	Bill	McNulty	billm@nxs.com	NXS Security Group	Y		
☐	Daniel	Nelson	dnelson@chamarkent.com	Chamark Enterprises	Y	Y	Y
☐	Jennifer	Boyd	jen.boyd@dvc.com	DVC Communciations	Y	Y	Y
☐	Jon	Kelly	jkelly@unitedmedia.com	United Media	Y		
☐	Katie	McCormick	kmcormick@ziplink.net	Ziplink Internet	Y		
☐	Kylie	Dillon	kdillon@primedia.com	Primedia	Y	Y	Y
☐	Mark	Gazdack	megazdack@roundhouse.com	Roundhouse	Y		
☐	Peter	Brooks	peter.brooks@structuredweb.com	StructuredWeb	Y	Y	Y
☐	Scott	West	scott@vsapartner.com	VSA Partners	Y	Y	
☐	Vito	Demarco	vito@ctxintl.com	CTX International	Y		

> **Detailed reports help you quickly identify who opened your message and prioritize who to call first!**

Pinpoint the Hottest Prospects

Contact Information	Update
Name:	Adam Krapish
Title:	Vice President of Marketing
Company:	Contract Furniture Group
Address:	110B Kipp Avenue
	Suite 200
	Lansing, MI 09974
Telephone:	616-325-3154
Fax:	616-325-4009
Email:	adam.krapish@ofcog.com
Web Site:	www.ofcog.com
Username:	adam.krapish@structuredweb.com
Password:	akrapish
Last Visit:	03/27/2002
Record Updated:	08/14/2002 - 5:22 PM

> **Customer Contact Records give you contact information so you can seize hot opportunities**

StructuredWeb

Email marketing enables you to cash in on the power of the web to engage, influence and service your customers. When used correctly, email can be a valuable addition to your marketing mix. You will see faster and better results than with traditional marketing mediums; plus email delivers real cost savings, increased revenue and positive ROI.

COST SAVINGS
- Reduce or eliminate printing, faxing, and mailing costs
- Reduce cold calls and phone costs of lead generation
- Cut the time (and, in turn, costs) of creating campaigns
- Reduce the cost of client service and customer care

INCREASED REVENUE
- Jump-start relationships with new prospects
- Increase your customer base and market share
- Intrigue customers with what you have to offer
- Encourage repeat purchases among current customers

RETURN ON INVESTMENT
- Measure results and track customer activity
- Make your dollars work for you with results driven marketing
- Do more, with the same or less investment
- Gather information about your customers instantly

THE BOTTOM LINE
Successful companies know that email is a "must-have" for effective online marketing. Savvy marketers consistently turn to email because it is a cost effective tool for communicating with the most important part of any business – customers. After all, the one thing you need in business is customers. And, if customers do not get the level of attention and service they demand, they leave.

- You can't afford not to communicate with your customers
- The costs of replacing a customer far outweigh the cost of keeping one
- Loyal customers are the key to profitability
- Sales don't happen unless you ask for them

To learn how can use email marketing to drive revenue, influence customers, and build strong relationships, simply contact us for a personal demo.

StructuredWeb
Phone: 201-325-3110 or 800-399-3711

personalize messages with customer information

Dear Bobby,

We've got great deals on office furniture at the OEC "Scratch & Dent" Warehouse in Gainesville!

Here are just a few of the chairs we've got sitting on our docks TODAY. Some items are more used than others, but a few were just ordered incorrectly and are brand new! Please take a look and feel free to stop by the "Scratch & Dent" Warehouse. Quantities are limited, so Hurry In!

If you would like to purchase any of the items below, or if you have questions, please contact Deby Ware at 352-332-1192, Ext. 332. Or you can send her an email.

Dot Com Liquidation Sale

Insert product images and pictures

Inventory#: 455

Model: 4605330

Price: $299.80

Condition: Good

460 CHAIR-DESK,PNEU HGT,FULL BACK,ARM

PLASTIC :6205 BLACK

UPHLSTRY: VERBENA 2450-502

Inventory#: 505

Model: 4611411

Price: $125

Condition: Good

461 CHAIR-PNEU HGT,FULL BK,BKLK,LMB ADJM,SEAT ANG/D,ARM

PLASTIC :6256 GRAPHITE

UPHLSTRY:5531 HORIZON

Inventory: MUFENG4573023

Model: 4573023

Price: $205.30

Condition: Good

457 CHAIR-GUEST, MID BACK, SWIVEL, ARM

PLASTIC: 6205 BLACK

UPHLSTRY: 2285-802 LOSETA CATTAIL

Model: 4571423

Price: $208.20

Condition: Good (Qty. of 14)

457 CHAIR-WORK,MID BACK,ARM,

PNEU HGT,UPRIGHT BACK LOCK

PLASTIC :6205 BLACK

UPHLSTRY:5A10 EGGPLANT

Collect customer information and drive sign-ups for newsletters,

SIGN UP today and have "Scratch & Dent" e-mailed or faxed directly to you.

Dear Bruce: If your building doesn't let you adapt to change and maximize your investment in people, technology and real estate then it's a liability, not an asset.

OFI Furniture is pleased to intr... interior build out process that has...

SMED Solutions are a fast and efficient, flexible and cost effective way to build out your office space. No matter what the project, SMED's Dream Team of project managers and installation technicians can help bring your vision to life.

To learn how you can reclaim valuable real estate and create a space that is functional now and in the future, just call us.

Effective Use Of Space

Efficient and functional use of space is paramount in any working environment. LifeSPACE™ Walls and SMED Workspace products allow you to use every inch of valuable real estate because we build the products to fit the space. Products and designs that use space efficiently reclaim valuable real estate.
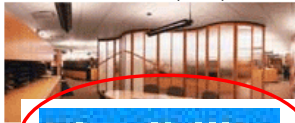
Flexibility

Construtive Solutions is differe... fixed-in-place elements in conventional construction, clearing the way for a build-out process that moves with unrivaled efficiency and speed. Allowing you to maintain true flexibility before, during and after construction.

Bottom Line

Initial costs are less than conventional construction. Building out an interior with Constructive

Solutions reduces your schedule by 40 - 60%. Constructive Solutions virtually eliminates cabling and construction contingencies, which can add 10-15% to your project budget.

OFS Office

S M E D
INTERNATIONAL

Constructive Solutions
- Energy efficient
- Guaranteed Lead Times
- Guaranteed Specifications

Fully Integrated Product Offering

LifeSPACE™ Walls

Flexibility

Nexus Flooring

For insights and information as to what Constructive Solutions can do for you, download the SMED brochure.

CLICK HERE

Insert your company information

Add colors to spice up your message

Give interested browsers and buyers more information

For insights and information as to what Constructive Solutions can do for you, download the SMED brochure.

CLICK HERE