

**ANCHOREZMAIL.COM***Your Customers are Just a Click Away...***Service Excellence in a Personal Environment**

Send your email marketing campaigns with Anchor EZ Mail. Our user-friendly platform offers a robust e-marketing software as a service (SaaS), made up of everything you need to manage your email marketing and communications from start to finish. Set up a campaign in minutes, manage contact lists and measure the results of your campaign right down to the individual response.

Anchor Computer serves global enterprises, mid-sized corporations, and locally owned small businesses looking to enhance the effectiveness of their overall marketing efforts. Our team provides an exceptional commitment to client service so that you can focus on delivering more relevant, timely and cost-effective email campaigns. Better communicate the benefits of your products and services using Anchor EZ Mail.

**ANCHOREZMAIL.COM***Your Customers are Just a Click Away...***Advantages:**

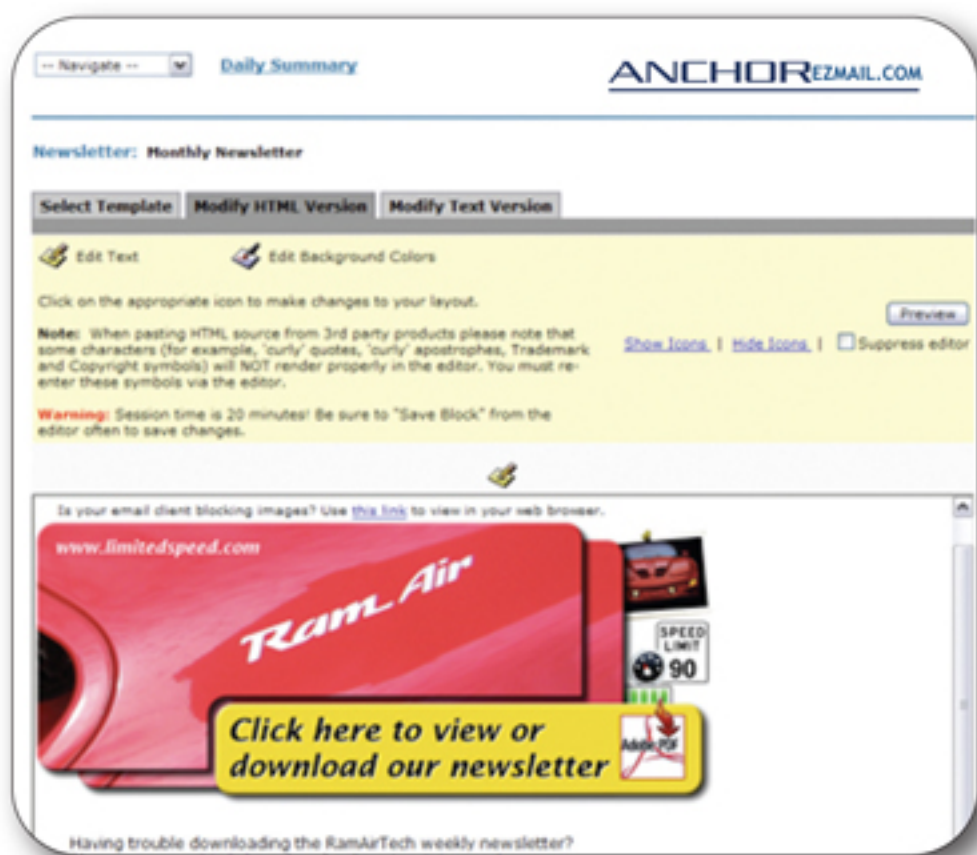
- **Easy Set-up & Integration:** Our secure, fast and easy setup will get you on your way to building, managing, and segmenting your email marketing contacts. We also have advanced integrations with several leading CRM applications.
- **Competitive Pricing:** Feature rich, at a low cost. Our pricing solutions start with our clients' goals and needs in mind. We have a low monthly minimum or a tiered cost per thousand messages cost structure.
- **Real-Time Reporting:** The real-time reporting included in Anchor EZ Mail, helps you refine programs to get the most out of your communications. Gain actionable insights, send relevant messages and leverage engagement to increase response rates.
- **Google Analytics:** Know how your email is performing after the 'click'. Integration is now available to follow your clicks through your website. Track your campaign performance by viewing or printing detailed reports on clicks, opens, actions, sales, conversions, ROI tracking and more.
- **Customer Service:** At Anchor Computer, our team is dedicated to offering the highest level of customer support. You are assigned to an experienced technical account manager and client services manager to help ensure your email marketing success.
- **Reliable Deliverability:** Anchor Computer works closely with Internet Service Providers to mitigate the possibility of any blocking or deliverability issue that may be a result of spam filters. We also work with clients on email content to ensure optimal delivery rates. Anchor EZ Mail even has a built-in spam score analysis tool to raise red flags when a message has content that could be caught in spam filters.
- **Superior Product:** The Anchor EZ Mail platform is a powerful, comprehensive and robust suite of easy-to-understand and easy-to-use Web-based marketing tools





### Anchor Easy Mail:

From your partner login screen, you will have access to the daily summary page. This is your gateway to the Newsletter, Survey and Forms features. You'll also see an overview of high-level reporting on all of your deployed campaigns.



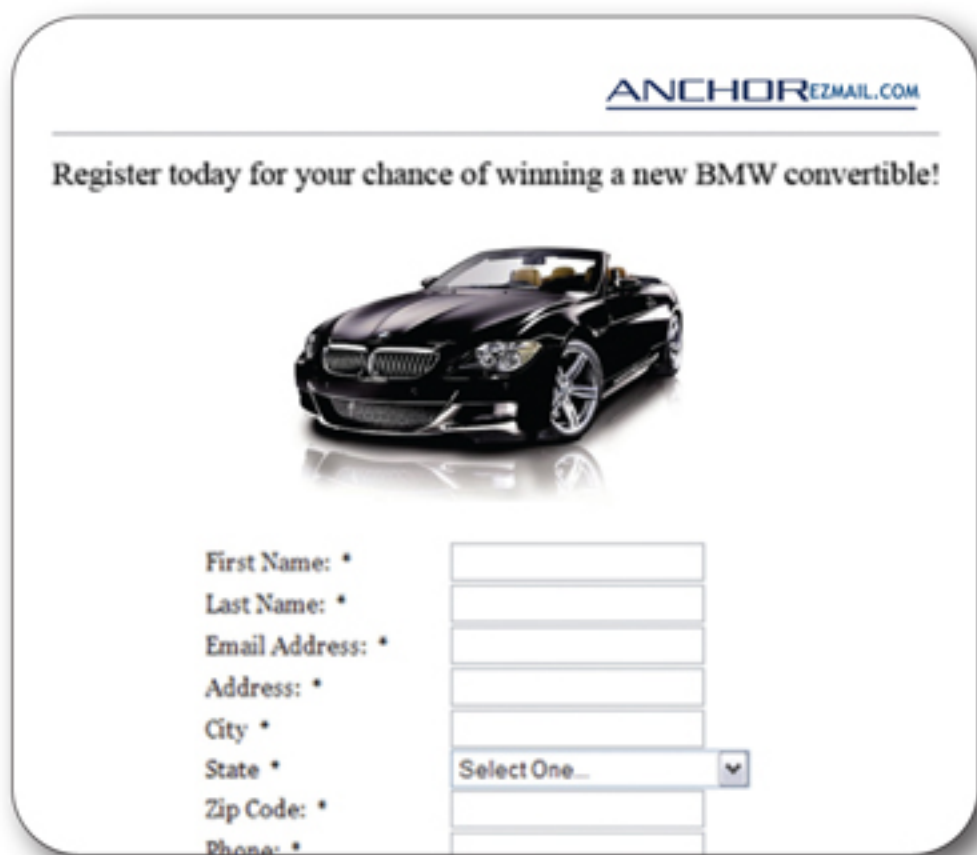
### Messages/Newsletters:

By creating an e-marketing strategy, you are able to create high-level of awareness among your key audiences. Using the Anchor Easy Mail platform, you can easily provide regular communications to prospects, customers, employees and affiliates to keep them informed.



### Surveys:

With Anchor Easy Mail, you can conduct email-based online surveys that provide rapid, real-time reporting insights into your market. Our survey technology not only collects valuable data—it helps you cultivate your relationships with prospects, customers, employees and other important audiences. This provides you with the actionable market research you need to spot trends, refine processes, develop new offerings and ensure satisfaction.



### Forms:

Anchor Easy Mail offers a unique Web forms capability to enhance lead generation, event registration and profile management efforts. With Anchor Easy Mail, you have the ability to create forms to meet a variety of needs.

- Registration for downloads
- Event RSVPs
- Registration for freebies
- Profile management