



## NEWSWAVE CONTINUOUSLY ENGAGE CUSTOMERS & PROSPECTS WITH E-NEWSLETTERS

**F**irstWave's e-newsletter solution brings you ease-

of-use and powerful deliverability.

NewsWave™ helps you create targeted newsletters, surveys, invitations and announcements to continuously engage prospects and customers so you'll be first in mind when they are ready to buy.

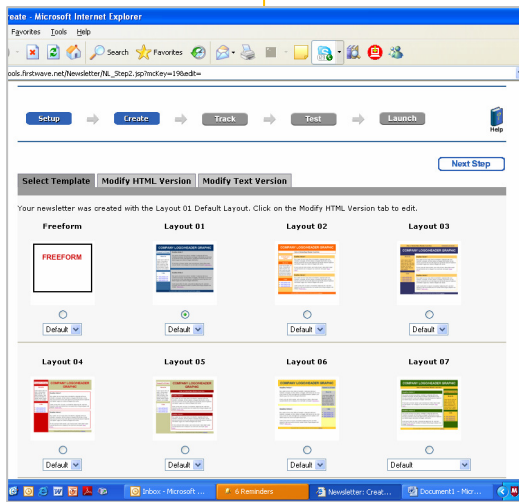
For a lot less than you would spend doing it yourself, NewsWave lets you:

- ▶ Easily upload your email lists, templates, logos, graphics, and attachments
- ▶ Create newsletters using our 16 customizable templates or your own templates
- ▶ Build surveys and forms using our automated HTML composition tool—no need to know HTML coding
- ▶ Test each newsletter, invitation or announcement for its spam rating prior to sending

- ▶ Prepare and schedule newsletter and survey campaigns for automated delivery at a later date
- ▶ Track campaign results in real-time

With NewsWave, you need not worry about campaign, launch or list management.

- ▶ You can segment your campaign lists by any segment or demographic
- ▶ User access controls help ensure no campaign is launched before its appointed time or proper testing
- ▶ Duplicate email addresses are automatically merged and purged from your lists
- ▶ Bounces are processed, soft bounces retried, old ones flagged as bounced on your lists
- ▶ Unsubscribes are tagged to block them from subsequent campaigns, no unhappy requests to "take me off your list!"



*For detailed information on any FirstWave solution, contact us at 1-800-540-6061 or [info@firstwave.net](mailto:info@firstwave.net)*

*[www.firstwave.net](http://www.firstwave.net)*