



# Radio Web Network

Leading the Industry in Customer Revenue Enhancement



## RWN eMail Director

### Radio Station Need

I want to send high quality email to various groups and distribution lists.

### RWN Solution

RWN eMail Director is a mail system that enables you to create multiple mail templates that can include images, links, lists, tables and virtually any other rich content (COUPONS!). Mail lists are managed as groups and can be imported or exported from other sources. RWN eMail Director provides the company with advanced communication capabilities.

### Basic RWN eMail Director Product Description

RWN eMail Director can be setup and used by any business as a stand-alone tool or as part of our RWN Power Pack Suite of tools. As a stand-alone tool, you will have the ability to access the mail system to create and manage email templates from a simple web screen.

The RWN eMail Director Editor is a "What You See is What You Get" editor so it is easy to see exactly what the format of the mail message will look like to your customers. You can add tables, images, links and lists to the email message.

After creating the email template, you can test the message by selecting the test message option, which will send one email to a test address. This test message option allows you one more test before doing a mass mailing to insure quality and accuracy.

When you are satisfied with the message, you can select a pre-defined mail group or create a new group based on specific search criteria. RWN eMail Director includes a robust database that allows you to categorize your email addresses by demographic and qualitative data.

All sent Business eMail messages include an opt-out link. Opt-outs by the receiver can be for a specific mail list or for all mail lists. Each mail message group can have a unique "reply to" and "from" address displayed. Mail messages use a mail merge function that personalizes the message for the recipient (i.e. Dear Jim).

### Mail Registration on your Website

Membership Programs are a simple and effective way to engage website visitors and capture valuable information about them. RWN eMail Director provides a system to collect and manage that information and to use it for targeted electronic mailings, promotions or other forms of contact.

RWN eMail Director can be easily integrated into an existing website. All that is required is a few lines of code to implement a hypertext link, an embedded graphic and/or a pop-up window. Since the RWN eMail Director is an ASP application that is hosted by Business Web



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Network; there are no concerns about software installation or additional hardware and communication resources.

A simple registration screen allows the user to join the specific eMail program. During the registration process, they provide demographic and psycho-graphic information that can be used to tailor mailings and promotions specifically to their areas of interest. Distribution Lists can be created using contests, auctions and coupon programs provided by RWN.

### Costs for Non-RWN Customers

Setup costs for non-RWN Website customers are \$200 per site. Customization is available on an hourly rate or if you want to embed the registration process into your website. Common custom enhancements include changes to demographic or qualitative data. Service and support for the RWN eMail Director is \$50/month/user ID with a minimum 12-month commitment.