

## SUBSCRIPTION MANAGEMENT

### Use Odyssey's Subscription Management Solution to:

- *Host and manage your subscriber database*
- *Collect opt-in email addresses and target campaigns*
- *Obtain additional information about your subscribers*
- *Keep a consistent, well-maintained database*
- *Allow subscribers the ability to change their interests*

### All Types of Businesses Use Odyssey's Subscription Management Solution to create targeted email campaigns for:

- **Marketing Promotions**
- **Newsletters**
- **Subscription Renewals**
- **Membership Communications**
- **Seminar/Event Invitations and Registration**
- **Product Launches and Updates**
- **News Releases**
- **Contests**



*Odyssey's sophisticated opt-in processes work behind the scenes in your Odyssey account, allowing you to grow your subscriber lists, and welcome new people that opt-in.*

Odyssey's Subscription Management solution allows you to create and maintain a permission-based, opt-in database from which you can deliver targeted, personalized email marketing campaigns. Learn more about your subscribers by allowing them to tell you what they want to see, read and buy. We'll collect this information in real-time and let your subscribers manage their profiles as often as they like.

### Odyssey's Subscription Management Features:

- ▶ **Build a Valuable Database of Opt-in Subscribers:** Odyssey assists you in creating interactive opt-in forms and provides custom code to place on your website that links seamlessly to your own company branded, sign-up page making it easy for individuals to subscribe for e-newsletters, surveys, contests, and special offers.
- ▶ **Set Preferences For All Subscribers:** Allow subscribers to set their preferences such as the message format they prefer (plain text or HTML), and sign up for multiple (e-newsletter, special offers, product updates, event invitations, etc). A Preference Center link is automatically placed on all of your emails allowing your recipients to opt-in or unsubscribe to all of your lists.
- ▶ **Single or Double Opt-in Permission:** Databases are automatically updated as newcomers sign up or as individuals revise their preferences and interests. Confirmations and welcome notices are automatically sent to the email addresses of your subscribers, who can revise their selections through URL links to their profiles.
- ▶ **Retrieve, Review and Analyze Data Instantly:** Your subscriber databases are available for retrieval at any time. Choose multiple fields for display and filter your results by selected criteria. Segment data to create follow up campaigns.

For more information on Odyssey's Subscription Management Solution, visit [www.odysseyservices.net](http://www.odysseyservices.net) or call 1-888-661-9823.

## Odyssey's Subscription Management Solution Allows You to Build A Permission-Based, Opt-In Subscriber List to Conduct Targeted Email Marketing Campaigns.

### Sign Up Form

### Opt-In Confirmation

- Sign-up form accessible as a link from your website

- Include multiple subscriber lists

### Automated Welcome Email

- Capture preferences

- Single or Double Opt-in

- Automated Confirmation and Welcome Email

### Download Your Subscriber Lists from the Odyssey Web Interface.

### Opt-in Report

EmailAddress	Firstname	Lastname	address	City	State	Zip	Phone	Organization	Comments
<a href="mailto:Jane.Doe@ABC.com">Jane.Doe@ABC.com</a>	Jane	Doe	1111 14th St NW Ste 700	Washington	DC	20005	123-456-7891	ABC Co	# Source of Indian Health Inf
<a href="mailto:John.Smith@XYZ.com">John.Smith@XYZ.com</a>	John	Smith	PO Box 1495	Spokane	WA	99210	369-852-7892	XYZ Co	Thank you!
<a href="mailto:Debbie.Reynolds@Arlington.com">Debbie.Reynolds@Arlington.com</a>	Debbie	Reynolds	819 Grelle Drive	Lewiston	ID	83501	369-456-3214	Arlington	Excellent source of informati
<a href="mailto:Gary.Coleman@Avenue.com">Gary.Coleman@Avenue.com</a>	Gary	Coleman	926 Pennsylvania Avenue SE	Washington	DC	20003	789-123-6547	Avenue	Glad to get your mailings
<a href="mailto:Billy.Jack@Coal.com">Billy.Jack@Coal.com</a>	Billy	Jack	12300 Twindbrook Ste 360	Rockville	MD	20852	654-369-4569	Coal	Great Info, good work
<a href="mailto:Tom.Jones@Blackhawk.com">Tom.Jones@Blackhawk.com</a>	Tom	Jones	4700 El Alamo Court, S.E.	Rio Rancho	NM	87124	789-654-1236	Blackhawk Inc.	Happy Holidays
<a href="mailto:Carly.Simon@Ace.com">Carly.Simon@Ace.com</a>	Carly	Simon	600 E. Blvd Ave- Dept 301	Bismarck	ND	58505	698-236-4563	Ace Co	I'm interested in receiving all
<a href="mailto:Jill.Crayon@HillAssociates.com">Jill.Crayon@HillAssociates.com</a>	Jill	Crayon	2950 International Blvd	Oakland	CA	94601	741-123-2589	Hill Associates	Keep up the great work and a
<a href="mailto:Jack.Black@Candlestick.com">Jack.Black@Candlestick.com</a>	Jack	Black	Box 500	Salamanca	NY	14779	785-235-6582	Candlestick Inc.	love the new website
<a href="mailto:Ray.Charles@GarwoodElectronics.com">Ray.Charles@GarwoodElectronics.com</a>	Ray	Charles	1475 Terminal Way, Ste. B	Reno	NV	89502	632-563-1459	Garwood Electronics	Please also continue to provi
<a href="mailto:Ashley.Spears@Booker.com">Ashley.Spears@Booker.com</a>	Ashley	Spears	2121 SW Broadway Suite 300	Portland	OR	97201	523-654-8963	Booker Co.	our address is new and in eff

FOR MORE INFORMATION ON ODYSSEY'S SUBSCRIPTION MANAGEMENT SOLUTION VISIT [WWW.ODYSSEYSERVICES.NET](http://WWW.ODYSSEYSERVICES.NET) OR CALL CUSTOMER SERVICE AT 1-888-661-9823.