

## EMAIL MARKETING

---

*Odyssey's Email Marketing Solution Can Help Businesses of all Sizes in any Market:*

- *Open new paths for revenue*
- *Build, manage, and maintain customer databases*
- *Maximize the benefits of email with reliable delivery*
- *Strengthen customer loyalty*
- *Shorten business cycles*
- *Boost marketing campaign results and drive ROI*

**All Types of Businesses Use Odyssey's Email Marketing Solution to Deliver:**

- **Marketing Promotions**
  - **Newsletters**
  - **Subscription Renewals**
  - **Directory Updates**
  - **Membership Communications**
  - **Seminar/Event Invitations and Registration**
  - **Product Launches**
  - **Press Releases**
  - **Crisis Communications**
- 



*Odyssey Services provides sophisticated Email Marketing technology including content creation, delivery, and analytics to help you maximize your email marketing efforts. Complement traditional marketing with cost-effective online marketing campaigns.*

**Odyssey Email Marketing Features:**

- **Hosted HTML Editor**  
Easily create, edit, and manage sophisticated email content using Odyssey's integrated HTML Editor without any knowledge of complex HTML coding.
- **Custom Content Management**  
Store custom content such as newsletter templates, event invitations, or product promotions on Odyssey hosted Web Folders Gallery for repeated use.
- **Subscription Management Tools**  
Build and maintain a permission-based database for targeted campaigns.
- **Hosted Preference Center**  
Automatically place a Preference Center link on all your emails allowing your recipients to opt-in and out of some or all of your lists and specify preferences.
- **Content Personalization Tools**  
Capture attention by personalizing your content with contact details, address fields, and any other information within your contact database.
- **Surveys and Response Collection**  
Establish a two-way dialogue with your customers, subscribers or business partners. Include a link in your email content to a survey form and access the responses on an Odyssey hosted secure site.
- **Detailed Campaign Reporting**  
Access real-time campaign analytics, including deliveries, opens, and click-throughs, to build ROI reports.
- **Reputation and Deliverability**  
Odyssey's postmastering capability will help you build a positive online reputation to maximize deliverability rates.
- **Dedicated Customer Support**  
Odyssey provides ongoing customer support, without charge, for all size accounts. Training and support on services and features is provided, as well as assistance with creating HTML documents and templates, and launching jobs

**For more information on Odyssey's Email Marketing Solutions, visit [www.odysseyservices.net](http://www.odysseyservices.net) or call 1-888-661-9823.**