

HTML EDITOR

Use the Odyssey HTML Editor to Create High Impact Emails to Help:

- *Improve your readership rate*
- *Increase traffic to web sites and documents*
- *Improve response rates to forms*
- *Create and deliver your message all from one place*
- *Increase your brand recognition*

Use Odyssey's HTML Editor to Create:

- Newsletters
 - Event Invitations
 - Product Promotions
 - Membership Updates
 - Product Updates
 - Press Releases
 - Corporate Communications
 - Subscription Requals
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Odyssey's HTML Editor helps you create and deliver high-impact, HTML documents without having to know how to program complex HTML code.

The HTML Editor is built into Odyssey's E-Send web interface which allows you to deliver and create high impact email messages all from the same place. The editor is easy to use and uses familiar toolbars. It's also great for creating online forms and surveys.

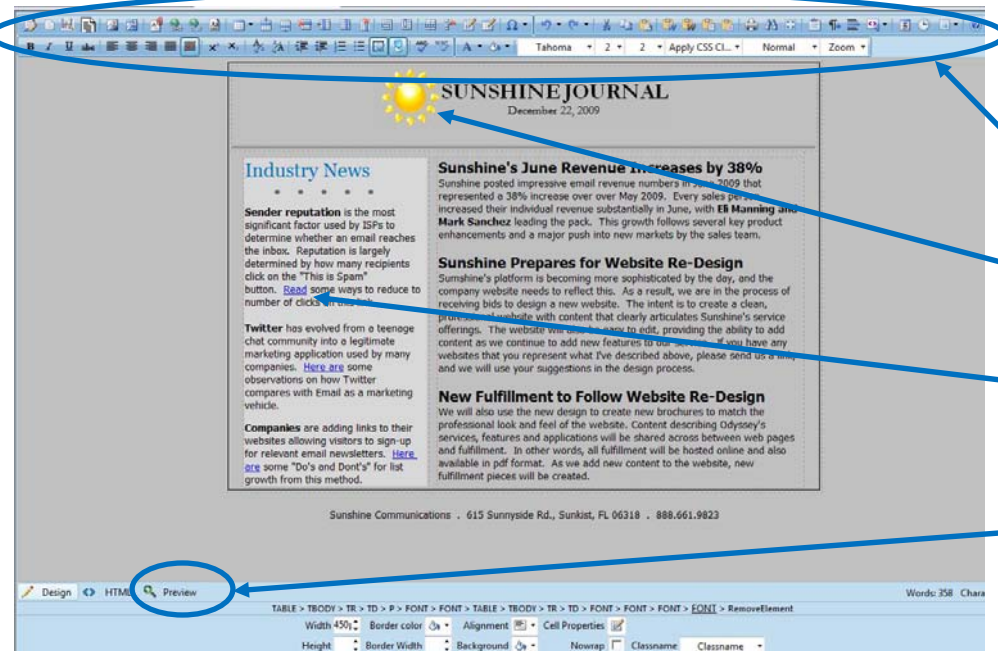
Odyssey's HTML Editor Features:

- ▶ **Easy Content Creation:** Create sophisticated HTML content from scratch, no programming skills required.
- ▶ **Familiar "Windows-type" Toolbars:** Using common icons makes it even easier to navigate through the creation of your email.
- ▶ **Upload Images:** Easily import logos and images to carry through the look and feel of your company branding.
- ▶ **Trackable Links:** Insert trackable links to documents or Web sites to analyze the effectiveness of your email campaign.
- ▶ **Personalization:** Add personalization to your newsletter, webinar invitation or product update to capture your readers' attention. Personalization is based on the fields within your distribution list.
- ▶ **Text Format Creation:** Create a format-friendly text version to ensure delivery to everyone on recipient list.
- ▶ **Preview Your Email Prior to Sending:** View exactly what your readers will see before you send your email to make sure everything is in place and looks exactly the way you want it.
- ▶ **Online Forms:** Create interactive HTML forms and surveys within the body of your email or as a link from your email.
- ▶ **Store Templates on Odyssey Web Folders:** Store and use templates for future email campaigns and organize your content in folders in your Gallery hosted on Odyssey Web Folders.

For more information on Odyssey's HTML Editor, visit www.odysseyservices.net or call 1-888-661-9823.

Using Odyssey's Integrated HTML Editor, You Can Easily Create, Edit, And Manage Sophisticated Email Content.

The Odyssey HTML Editor



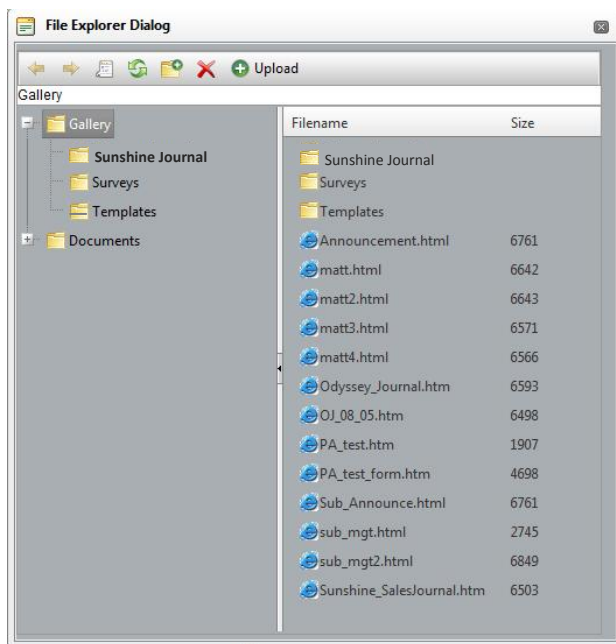
Utilizes familiar Windows-type toolbars

Easily import graphics & logos

Include trackable links to web sites or documents.

Allows you to preview prior to sending.

Store And Select Your HTML Email Template In Your Odyssey Gallery



Create for folders for organization and store html email files.

Save templates to your Gallery to access for future use.

FOR MORE INFORMATION ON ODYSSEY'S HTML EDITOR
VISIT WWW.ODYSSEYSERVICES.NET OR CALL CUSTOMER SERVICE AT 1-888-661-9823.