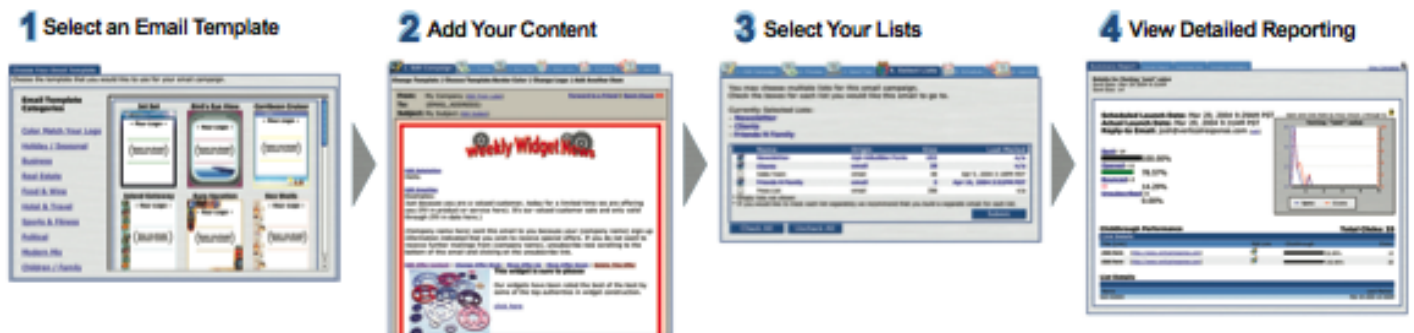


# Servant Keeper's I-Builder Email Marketing

Email marketing is a fast, inexpensive and innovative way to communicate with your clients and prospects. Servant Keeper's I-Builder enables you to easily perform your own permission-based email marketing with a solution that requires no software purchases, technical knowledge or hardware investments.

Our easy-to-use solution is accessible through any popular web browser. Create a professional email campaign and get performance statistics in real-time. Servant Keeper's I-Builder also processes your bounces and unsubscribes automatically - helping to keep your database clean. Servant Keeper's I-Builder puts the power back in the hands of marketers and takes the burden off your IT department.

Best of all, the price is right. You pay only for email addresses mailed — and our technical support and training is included in the cost! Choose to pay as you go by campaign or purchase email “credits” in bulk for greater savings.



## Who Uses Servant Keeper's I-Builder?

- Churches
- Non-Profit Organizations
- Social Work Agencies
- Missionaries
- Evangelists
- Youth Pastors
- Retreat Centers
- Camps
- Religious Event/Concert Promoters
- Religious Authors
- Clergy/Pastors

## Email Management

### Create Emails in Minutes!

Servant Keeper's I-Builder's email creation tool is so user-friendly, even people without technical experience can create HTML email campaigns with ease. Just select from our extensive collection of templates, upload your graphics, and you're on your way to creating a professional graphical email! You can even match your border color to your logo for a more branded approach. After you've created your email use our Forward to a Friend feature, so when your clients forward your email on, the new recipient will have the opportunity to join your list.

### Anti-Spam Compliant

Servant Keeper's I-Builder is compliant with the Can-Spam Law. We adhere to and enforce a strict permission-based marketing policy.

No email sent from our system may contain deceptive subject lines or “from” labels. We also automatically hard-code unsubscribe instructions in every email sent from Servant Keeper's I-Builder. When someone does unsubscribe from your list, we ensure that they never receive emails in the future sent from your account.

## Data Management

### Upload and Manage Lists Easily

Whether your list is in Excel™, MS Outlook™, ACT!™, Palm™ or any other text-based format, Servant Keeper's I-Builder's simple-to-use List Upload tool helps you get your lists added quickly into your account.

## **Data Hygiene**

When uploading your mailing lists into Servant Keeper's I-Builder, your data will be run through our special hygiene process. Servant Keeper's I-Builder de-duplicates the entire list so you never email someone twice during the same campaign. We will also provide a list of any improperly formatted addresses so you can correct those records and append them to your lists.

## **Data Protection**

Your lists are protected with a double line of defense. First, our physical database servers are locked in a secure facility and are monitored 24 hours a day, 365 days a year. Secondly, all Servant Keeper's I-Builder servers are protected by secure firewall systems from the industry leader, Cisco Systems™.

## **Collect Visitor Information**

Create your own free opt-in web form which allows visitors to sign-up and join your newsletter list. Capture details such as name, email address, city, state and zip code. You can even customize fields of additional information to fit your specific business needs. The result: you can target your email campaigns more effectively and build stronger relationships.

## **Delivery and Reporting**

### **Email Delivery**

The successful delivery of your emails into your recipient's inboxes is the main objective of Servant Keeper's I-Builder's Deliverability Team. We have established relationships ("white-listings") with the major ISPs allowing emails sent from our servers to be recognized and not mistaken for SPAM. Servant Keeper's I-Builder enforces a SPAM-Free environment and all client accounts are monitored for abuse and complaint totals. In addition, all email campaigns deployed from our system are screened by our Approval Team to ensure that no SPAM-related emails can be launched.

As an active member of the Email Service Provider Coalition, Servant Keeper's I-Builder supports and enforces Federal legislation aimed at stopping SPAM. Our staff is extremely knowledgeable on the legal issues related to email marketing and we help to educate our clients on the industry standard "best practices."

### **Live Reporting**

You can view all statistics associated with your campaigns, right from your browser. Find out how many messages were sent, or how many people are opening the HTML email. Monitor unsubscribes and bounces, and track click-through rates. Servant Keeper's I-Builder even allows you to view "who" clicked on a link and "who" opened your email. You can then download this data for future marketing opportunities. It's easy to calculate your ROI on every campaign.

## **Support**

Technical support is included with every mailing. Our Customer Relations experts will handle all support-related calls, emails, and live chats in 24 hours or less.