

Auraline Engine

**Targeted
Personalized
E-mail**



Harnessing the Power of Rich-media E-mail

“Rich-media e-mail is going to be the big breakout story for 2001,” says Bill McCloskey, President and CEO of Emerging Interest LLC.

Auraline supplies the right mix of creative and technical expertise needed to combine the power of rich-media and e-mail successfully.

Rich-media shows recipients another “view” of a product or service by showcasing it from more than one perspective. It is attractive and interactive, allowing for input and choices from the recipient. Rich-media includes sound, animation, video clips, photos and streaming audio and video.

We make it possible for you to foster and maintain customer relationships through permission-based e-mail. We specialize in delivering targeted, personalized e-communications.

One-to-One Communication at the Speed of Light

Communication with individual customers and prospects worldwide for pennies is the dream of every direct marketer. E-mail is used to maintain dialogue with prospects or customers, enhance e-loyalty, create buyer incentives, deliver new information, reactivate accounts and provide instant feedback.

Responses to an e-mail campaign typically appear within minutes, whereas traditional direct-mail campaigns may not produce any results for days or even weeks. Because e-mail allows one-to-one interaction with recipients and can be delivered with precise timing at lightning speed, response rates approach 60%. Furthermore, organizations employ e-mail marketing tactics to construct invaluable databases for mining information.

Information the Key to Business Success

Auraline empowers you to identify, *in real time*, those people who respond to your e-mail campaign, thus enabling you to make instant, informed decisions. Imagine having the power to modify your campaign on the fly. Campaign results such as visitor click-throughs, bounce rates and viral effectiveness are stored in an online database, permitting you to generate comprehensive reports 24/7. Additionally, the information we collect can be easily imported into your existing databases.