

PRODUCT OVERVIEW

GetResponse is simply the easiest, most feature-rich email marketing service available on the Internet at the most affordable price! Since 1998, GetResponse has championed the needs of SOHO and SMB marketers, providing user-friendly, online tools to build profit-generating mailing lists, deliver high-impact HTML and video email campaigns, and increase customer loyalty and sales with automated follow-up messages. GetResponse provides also 10 years of email marketing and delivery expertise and the smartest, customer dedicated support team!

During its first decade of email marketing success, GetResponse has grown to over 93,000 active users, managing 70 million subscribers and delivering 6 billion emails per year.

GetResponse email marketing platform statistics:

- 413 Million Emails per Month
- 14 Million Emails Every Day
- 243,000 Campaigns
- 68 Million Subscribers
- 93,000 Active Users
- Deliverability @99%

[Research, May 2009]

Market Challenges and Opportunities

Email is the easiest, most cost-effective way to communicate with prospects and customers, especially in today's global marketplace. Small and medium-size businesses have almost unlimited opportunities to market their goods to customers around the world, if they understand what makes prospects open and respond to an email offer. Millions of dollars are also wasted every year on failed campaigns, so it's up to marketers to partner with the company and the solution that offers the best value for their dollars.

Small companies often make the mistake of using in-house or so-called "bargain" email and list management services, but pay a high price in poor deliverability, spam complaints, loss of customer trust, diminished brand image and, as a result, weak revenue results. It's hard enough to grab prospects' attention these days, without having to worry about going straight to their junk folders!

Today's email campaigns not only need to reach their destinations, but they need to entice the prospect to open and at least skim their messages, not just once, but every time they arrive. To marketers with small teams, using inferior systems, that sounds like magic! But that's what technology is all about...doing our work for us, so we can focus on our business.

With intelligent, automated marketing tools from GetResponse, teams of one or 100 will have the same powerful tools to design and test compelling video emails, send out automated follow-up messages and drip campaigns, communicate with prospects across social media sites, and stay on top of campaign statistics with colorful graphs, customized reports and, of course, their iPhones! A one-person shop could even use GetResponse free web forms and surveys to build customer profiles and do their own market research! It's really easy when you have a great email marketing solution with an intuitive interface, and tools that seem to do the work for you after just a couple of clicks!

GetResponse Key Features

- **Video Email Marketing** - Give a face and a voice to your messages with video email marketing! GetResponse Multimedia Studio lets you record and store up to 100MB of audio and video files, right from your account. Deliver high-impact customer testimonials, product demos, and event videos - no added software or expense required!
- **Social Media Integration** - Are your prospects getting their product "buzz" from social networks? If so, you need to be there! GetResponse puts you in the middle of the conversation with easy integration with your blogs and Twitter. Subscribers get instant posting updates, and links to your latest broadcast from Twitter!
- **GetResponse for iPhone** - Keep your finger on the pulse of your campaigns! GetResponse iPhone App. gives you instant access to your dashboard and key stats, so you can react, anywhere, anytime. Add subscribers manually or import from your Address Book and you'll never miss an opportunity to
- **Free Online Surveys** - With GetResponse Surveys, research won't cost you a dime extra! Ask as many questions as often as you want and get the data you need to improve products, target campaigns and stay ahead of the competition! It's a snap to use – just point and click to design, then publish and watch the results roll in.
- **300+ Industry Templates** - Choose from over 300 Designer HTML Templates to create eye-popping campaigns for every audience and industry. Use our intuitive editor to customize newsletters, invitations and postcards with cool graphics, fonts and formatting, then brand with your company logo and colors to sign your masterpiece!
- **Split Testing** - Get the best results from your email campaign - test it first! Just create up to 5 messages, with different personalization techniques, subjects, and styles. GetResponse will test each version for you, then automatically select and send the best! It takes only minutes and can save you buckets of cash!
- **Unlimited Follow-Up Messages** - Too many prospects, too little time? With our intuitive new interface and editor, everything you need is at your fingertips to set up and automate your follow-up messages. From welcome notes and birthday greetings, to surveys and sales campaigns, GetResponse keeps working while the competition sleeps!
- **Email Analytics** - Make each campaign better than the last! Let GetResponse track every open, click, unsubscribe, and purchase. Review your stats by product, date, domain, and more! See the Big Picture with visual graphs, and get customized reports in your inbox daily. With GetResponse, smart decisions are a snap!