CREATE & LAUNCH ONLINE CAMPAIGN IN DAYS— NOT WEEKS

You don't have to wait weeks for printed materials to be produced and mailed. Sevista lets you conceive, produce and distribute marketing communications in days—often hours. Review response rates and feedback while your competitors are still waiting on delivery from the printer.

EASY-TO-USE TOOLS

Campaign templates, personalization inserts, HTML editing, drag-and-drop composers, message targeting, previewing, testing, scheduling, tracking , reporting and Excel or ASCII file downloads are in formats that are simple and elegant.

GET THE MOST OUT OF YOUR INVESTMENT WITH WORLD CLASS SERVICE AND SUPPORT

Ask any Sevista customer and you'll hear a common theme. Sevista is second to none when it comes to service and support. Sevista's account professionals are there to help you with strategy, execution and analysis. Your assigned account representative provides guidance with every facet of the campaign.

YOU CONTROL YOUR COSTS

Sevista has a cost-effective program for you based on your needs. Start out slowly, message to the customers that matter most, then gradually use more features and tools as you successfully build relationships with them or gain new prospects.

DON'T BE LEFT BEHIND

Don't delay using this effective, affordable marketing solution — your competition won't.

sevista
efficient. effective. emarketing.

Subject

Sevista's Online Marketing Solutions!

Surveys

Newsletters & Promotions

Event Management

"Sevista has brought us closer to our customers. We now have the tools to quickly inform our customers and prospects about new products and services.
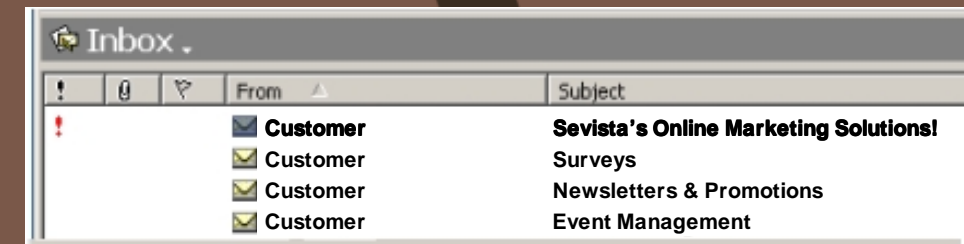
We know what impact our mailings have and by using the survey capability we are able to measure the quality of our customer service."

Chris Roberts
AGFA Monotype

Online Marketing Solutions
…have never been as easy, or as effective

Let Sevista help you reach your online marketing goals with one of the most comprehensive, intuitive and easy-to-use solutions in the marketplace.

!	0	▽	From		Subject
!			✉ **Customer**		**Sevista's Online Marketing Solutions!**
			✉ **Customer**		**Surveys**
			✉ **Customer**		**Newsletters & Promotions**
			✉ **Customer**		**Event Management**

📁 Inbox

"It's critical to keep in touch with our customers, but it needs to be economical. With an electronic distribution system, we can easily track the results of our online marketing efforts with greater precision than ever before. Sevista's service gives us much quicker turnaround time than traditional print media - from inception to delivery.

We have been very pleased with Sevista's product offering and customer service."

James E. Lee
ChoicePoint Chief Marketing Officer

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Finally — A Real, Measurable ROI

Tired of hearing about investment returns that never materialize? Sevista's solution provides positive returns over direct mail or other media.

In fact, many of our clients have found that they can recoup their investment in as little as one campaign, survey or event.

Use any yardstick you like:

- Total cost
- Click-through
- Cost-per-click
- Leads generated
- Cost-per-lead

Online marketing outperforms by every measure. Users attain higher response rates (up to 10 times higher) and reduced expenses (savings of 80% and more) over traditional media.

BETTER, FASTER, MORE COST-EFFECTIVE

Time, money and resources drive business decisions. Sevista let's you buy time and spend it making decisions rather than processing paperwork.

Get immediate campaign feedback, quickly gauge campaign effectiveness, and make changes on the fly to enhance results.

WHICH HALF OF YOUR MARKETING BUDGET IS WORKING?

Turning online marketing into a powerful and effective medium involves much more than simply sending unwanted email. That's called SPAM—and we don't tolerate it.

Firms that don't adhere to recognized ethical practices cannot use our system.

We recognize that responsible marketers require a complete solution for email collection, building customer information profiles, segmenting audiences and analyzing results.

It needs to be integrated with other online tools and offline databases. That's why we designed our platform with input from our customer base of marketing professionals.

Some of the most recognized names in the business reply on Sevista as an Application Service Provider and never have to worry about buying software.

WHAT DO YOUR CUSTOMERS THINK OR WANT?
LEARN MORE THROUGH SURVEYS

With just one online survey, you can save thousands of dollars over surveys you might be conducting "offline."

Ask your target audience any virtually any question and make important business decisions in a matter of hours—not weeks.

With multiple question types, designing surveys that range from simple to robust is a snap:

- Open-ended
- Multiple choice—single answer
- Multiple choice—multiple answer
- Rating scale-single answer
- Rating scale-multiple answer
- Market share (graded comparison)

Quickly create & deploy cost-effective campaigns for:

Surveys
Newsletters & Promotions
Event Management

NEED TO QUALIFY YOUR CUSTOMERS?
LET THEM HELP YOU

Understanding the demographics, motivations, and interests of each customer is key to providing individualized attention and service. Build and publish a customer information or registration form and let the system automatically generate targeted lists based on interests and behavior.

There's no better way to qualify leads and better qualify customers.

MAKE ON-TARGET MARKETING DECISIONS WITH SEVISTA'S UNIQUE, BUILT-IN ANALYTICS

Sevista's integrated analytics transforms ordinary email into eMarketing. Sevista provides the capability to convert campaign feedback and customer behavior into market intelligence:

- Segment target audiences based on demographics, conduct what-if analyses, and
- Compile results across multiple channels and programs.

Let Sevista help you base your online marketing decisions on customer behavior—not guesswork.

WHO IS READING YOUR MESSAGES?
DO YOU KNOW?

Many online solutions can send out email—and that's it. With Sevista you get much more. Within hours, you will know who has read your newsletters and promotions and who has taken action.

From the moment your campaign launches the system starts providing information on:

- Open rates,
- Forwards,
- Clicks,
- Bounced messages, and
- Unsubscribes.

You get real-time feedback by individual. You know how you are doing and can take immediate action to improve responses.

IS THE RIGHT AUDIENCE ATTENDING YOUR EVENTS?

Meeting planners, marketers, and human resource professionals are turning to event management solutions to increase attendance and revenues, while significantly reducing expenses.

Using Sevista's Event Manager to tailor communications based on individual preferences and needs greatly improves event attendance and overall customer acquisition. Streamline processes and reduce costs by offsetting traditional marketing and outsourcing expenses.