

# Email Marketing with Marketbright



## Email Marketing Remains Highly Effective

Sending emails to targeted customer lists continues to top the list of the best online tools for generating business-to-business sales leads. Overall, email marketing generated a return on investment of about \$51 per dollar spent in 2006, compared to non-email Web marketing at approximately \$21, according to a MarketingSherpa study. More than 83 percent of marketers used email as part of their campaigns in 2007, primarily to produce incremental revenue, and most said they expected email marketing to continue to grow.

Still, there are hurdles to producing an effective email campaign, such as compliance with federal anti-spamming legislation (CAN-SPAM), ISP and site-specific spam filters, and wholesale email deletion by overwhelmed customers.

## The Marketbright Advantage

Marketbright is focused solely on the B2B market, providing Best of Breed tools for companies focused on reaching the best prospects in specific industries or job functions. Marketbright's suite of tools provides an easy-to-manage experience for marketing novices as well as seasoned professionals.

**Ease of use** - Marketbright guides users to design and then launch email campaigns, including more complex functionality such as pre-population of survey registration forms with existing customer information.

**Quick Analysis of Results** – Marketbright tracks the results of each email campaign, noting the number that were opened, clicked through, bounced or opted out. Real-time changes to a campaign can be executed during the campaign delivering unprecedented marketing agility.

**Personalized Dialog** – Based on the responses, Marketbright automatically follows up with the interaction most likely to engage the prospect, be that an invitation to a Webinar, forwarding a white paper or passing to the sales team for personal interaction

“We’ve improved our email conversion rate with Marketbright, and we’ve significantly reduced the time we devote to managing our campaigns. We’re a small company, so Marketbright’s software is allowing us to spend more time growing our customer base and planning for the future.”

Wendy Yale  
Director of Marketing Communications  
Varonis

## 5 Easy Steps To Success

**Step 1 - Create Email Campaign** - An easy yet powerful wizard guides you through the steps to running an email campaign. Choose from a library of email templates for your brand.

**Step 2 - Edit your content** - Create a template directly or upload an existing template from your own computer. Draft and insert compelling copy outlining your product or service and branding your company.

**Step 3 - Build a list** - Upload lists, choose existing lists, or build segmented lists. Using MarketBright's segmentation tool, you can build lists based off both user data and user interaction history. Automatically suppress bounces and unsubscribes.

**Step 4 - Test your deliverability** – Determine how well your email looks in other clients, which inboxes you made it into, and which spam filters blocked you and why. Send tests to an internal seed list for internal testing.

**Step 5 - Scheduling and Throttling** – Schedule your email to be sent – By default MarketBright sends 10,000 emails a minute for each account (faster performance can be made available on request). Schedule your emails to go out at a specific time.

## About MarketBright

MarketBright provides an on-demand marketing automation solution which allows companies to implement self-service campaign execution and demand generation, automate lead scoring and nurturing, and to gain visibility into closed-loop campaign-to-cash metrics via real-time dashboards. The integrated marketing platform results in a full 360-degree view of your customer's interactions, and this information is used to route only valuable, qualified leads into your sales CRM. MarketBright's customers include Serena Software, VMware and Avid. MarketBright is headquartered in San Bruno, CA. For more information, visit the company's Web site at [www.marketbright.com](http://www.marketbright.com).

### MARKETBRIGHT EMAIL PROCESS

