



eMill

Business Case - April 2005

Bring value to your emailing campaigns

Written by C. Hirdman, President & CEO of Vencio, Inc.

Vencio, Inc. was established in 1995 to provide our clients with an efficient and cost effective way to process their large mailings. As technology has grown, Vencio is now dedicated to providing mid/large size corporations with various ways of communicating with their clients and within their own organizations. It is Vencio's mission to provide a complete communication bridge between our clients and their customers. Through web sites, e-mail, and the USPS, our clients will be able to share and deliver their information in a dynamic and cost-effective way.



Searching for a reliable, robust and flexible solution

We deal with many types of corporations and marketing departments and one thing they all have in common are tight deadlines and the need to send out their information in very specific ways. We're able to work with these marketers and deliver their messages on time and with the functionality and personalization they want. We're now sending out dozens of campaigns to thousands of customers



and subscribers every month.

Therefore, we had to look for a robust and reliable software to handle our project. And, because we provide direct mail, creative design and web services we had to find an e-mail marketing product that was flexible enough to integrate with the other services we offer.

The only highly programmable emailing solution

We tested and examined a number of different software packages but made the easy decision to go with eMill. None of the other programs gave us the functionality we needed to carry out the complex campaigns we're sending out now.

eMill is also highly programmable so you can get it to customize to your needs. We were able to write an application that interfaces with eMill that integrates our other services with our e-mail marketing service. Integration is extremely important to us and eMill helps us do this easily and seamlessly.

Handle effectively all email marketing aspects

We're using eMill in a variety of very specific and useful ways.

- **Data Management** - We are using multiple data sources for a single campaign. These sources are accessed and changed depending on the results

of a campaign. We are also managing our clients' white-lists and black-lists through eMill.

- **Results Handling** - We are managing the lists of our clients and are able to handle the unsubscribes, subscribes, bounces, etc. of each and every campaign. We are also displaying the open rates and click-through rates with eMill.
- **Personalization** - We are personalizing the e-mails with database fields as well as conditional bodies. Conditional bodies tailor the information so clients receive exactly what interests them.

Use eMill for all email related activities

We are now using eMill for all our e-mail marketing correspondence. We are managing hundreds of images, bodies of text, logos, templates, etc. and are carrying out very complex and robust campaigns for our clients. eMill has allowed us to manage our clients and their campaigns in

ways we never would have imagined. eMill will not only meet your needs - it will open your eyes to all the possibilities e-mail marketing has to offer.

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BUSINESS CARD

Name : Vencio, Inc
 Location: Minnesota, USA
 Activities: Web design, multimedia, e-marketing, creative design, document management and mailing services.
 Website: <http://www.vencio.com>

To participate in an eMill case study promotion, please contact us at: gregory@activeplus.com

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