

solutions overview: newsondemand

DRAMATICALLY REDUCE YOUR MARKETING COSTS BY DELIVERING PREFERENCE-BASED, TARGETED E-COMMUNICATIONS TO YOUR SALES PARTNERS, EMPLOYEES AND CUSTOMERS.

Communicating with your audiences via email is often expensive, untimely and untargeted, especially if you are dealing with different regions, languages, teams and business units. Maintaining response rates to 'push' emails is a constant challenge, with recipients often unengaged by the saturated medium.

Reduce your communications costs and increase readership – whether for your employees, sales partners or prospects/customers - by giving them the freedom to select the type of content they want, when they want it, with newsondemand from purechannelapps.

HOW DOES NEWSONDEMAND WORK?

newsondemand enables you to better engage with your audiences via cost-effective, dynamic and targeted e-communications based on their own preferences.

newsondemand is an easy to use online tool that can be embedded into your own portals or used standalone.

To use newsondemand simply:

1. Create news items using a WYSIWYG editor
2. Tag your news by filters set by yourself such as:
 - a. content type – by product lines or business units for example
 - b. news type – promotional or product announcement for example
 - c. eligible countries/ territories
 - d. content publication/ availability period
3. Recipients select:
 - a. what product they are selling/ want to hear about
 - b. what news type they are interested in
 - c. how often they would like to be notified (as available, daily, weekly, monthly).
4. Recipients then receive the templated emails with relevant news as/when they requested.
5. Relevant news is also instantly visible on your portal (for partners or customers) as selected by the user.

LISTENING TO YOUR TARGET AUDIENCES

81% of recipients want the choice of content and frequency.

92% of typical newsletter recipients stated that email is still very much the vehicle of choice for information.

It's time to think differently about email communication



- ✓ **Your news is targeted**
- ✓ **Your email is timely and email lead times are shorter**
- ✓ **Recipients feel in control and listened to**
- ✓ **Recipients view your news as more valuable**
- ✓ **Your communications achieve more penetration**
- ✓ **Your messaging is more effective**
- ✓ **Your databases are more up-to-date**
- ✓ **Your newsletters are more dynamic and more cost-effective**

NEWSONDEMAND AT-A-GLANCE

- Preference-based email communication tool
- Easy-to-use online WYSIWYG news editor
- Audience get the news they want, when they want it
- Embeds relevant news into portals
- Facilitates long and short articles
- Attach images to articles
- Audience receives template emails



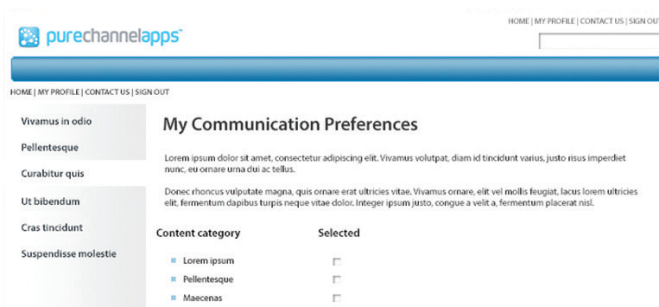
FEATURES AND BENEFITS OF NEWSONDEMAND

Find out more about driving business growth through better enablement, communication and collaboration.

Visit www.purechannelapps.com or call us on +44 (0)20 3540 6585. You can also email us at info@purechannelapps.com

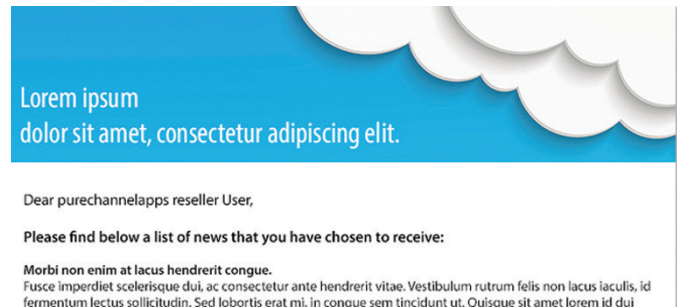


HOW DOES NEWSONDEMAND'S DYNAMIC NEWSLETTERS WORK?



ENSURE YOUR AUDIENCES RECEIVE NEWS ON THEIR OWN TERMS

Recipients can set their communications preferences per product lines and type of news for example and when they would like to be notified (as available, daily, weekly, monthly).



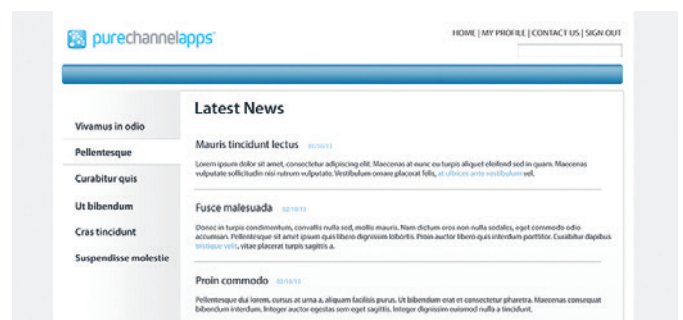
ONLY ALERT YOUR RECIPIENTS ABOUT THE NEWS THEY WANT TO RECEIVE

Recipients receive template emails with the news items they want to receive and when they want to receive them.



A CENTRAL COMPONENT OF YOUR PARTNER PORTAL, OR MARKETING TOOLKIT

Recent news is instantly visible on your partners or employees' portal (with ONLY relevant news for each partner).



AN ARCHIVE OF NEWS FOR YOUR PARTNERS TO UTILISE

News archives are also available with short articles, linking to longer articles in the news portal.

Take a step back from en-masse untargeted partner communications, and give your employees, partners and customers what they have been asking for - choice!