



Permission Email Marketing: Give them what they ASK for!

COMMUNICATIONS

Technology, the Internet and the proliferation of email have made the holy grail of marketers achievable — focused content shared with the specific audience most likely to act as desired AND track the objective performance of that endeavor.

B2Communications has developed a second generation email marketing solution that leverages technology to:

- reduce cost of communication
- reduce time required to get your message to your audience
- accelerates the rate of response
- tracks and reports on a message or campaign performance

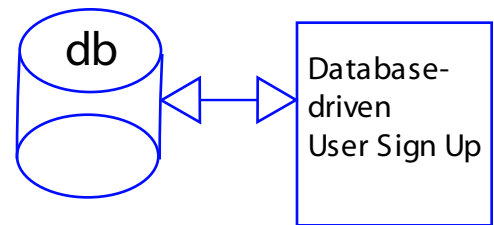
AND, unlike the 'email marketers' in the space today, B2Communications does not treat your email as a commodity.

Every time you communicate with your users you need to give them what they want, how they want it, when they need it!

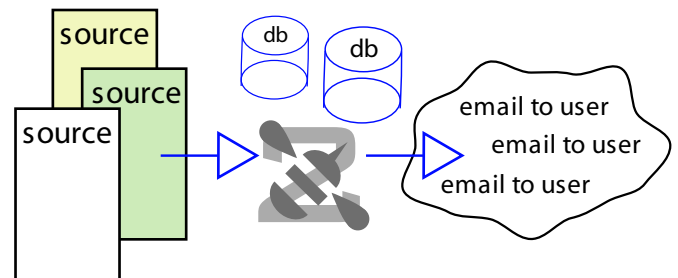
B2Communications' solutions give complete creative control to you. Send html, streaming media, or ASCII text using our WYSIWYG development tools. Want to use third party developers? Simply cut and paste into the appropriate fields and B2Communications' technologies will do the rest.

How it works:

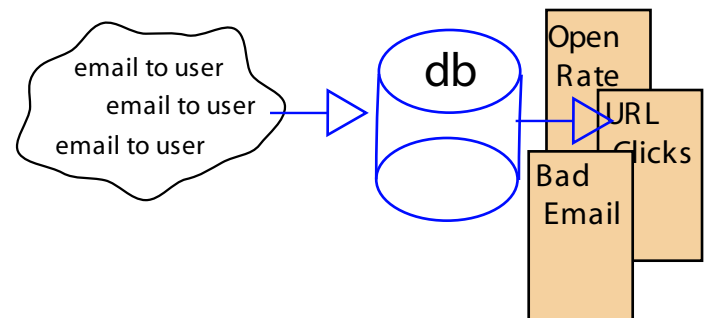
1. Users select information they want.



2. Client creates content and selects recipients for that content.



3. User actions are tracked and reported to client to monitor campaign efficacy.



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Creating Communications Solutions that Make \$ense

