

# Rich Media Vendors

Complied: March 2005

## Bluestreak

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### Company Overview

Bluestreak is a multi-channel strategic marketing technology/services provider, offering a comprehensive email platform, a powerful 3rd party ad server and various marketing services.

### Key Features

- **Customer Data Analysis**  
Bluestreak will help analyze customer data to find the characteristics within your consumer base that will help to target them directly
- **Actionable Marketing Plans**  
Bluestreak will help to tailor a single or multi-channel plan based on your marketing goals and budget
- **Acquire, Convert, and Retain Customers**  
Design, develop, and execute compelling integrated multi-channel marketing solutions that will help achieve better ROI

### Bluestreak Solutions

#### Acquisition Programs

Bluestreak will analyze customer data to build profiles of your best customers, those profiles are then used to develop an acquisition strategy that includes a comprehensive plan aimed at maximizing response through various channels and tactics.

#### Retention Programs

The use of ongoing communication, surveys and special promotions geared towards cross-sell and up-sell.

#### Up-Sell Programs

Bluestreak's cross-sell and up-sell programs can include:

- Customer segmentation & scoring
- Offer mix modeling
- A/B testing
- Dynamic content & offers
- Full service or self-service email deployment
- Direct mail

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### Ala Carte Services

#### 1. Marketing Strategy

#### 2. Full Service Email

- Development of creative brief(s)
- Designing creative concepts
- Development of creative and copy
- Development of HTML, AOL, and text versions
- Loading of creative(s) into IonMail
- Loading of images onto web server
- Performing data hygiene
- Loading necessary list(s)
- Performing suppressions (if necessary)
- Integration with existing marketing programs and web pages
- Testing of email (and integration areas)
- Deployment of emails
- Delivery of real-time web based reporting & analysis

#### 3. Banner Advertising & Media Services

#### 4. Creative Services

#### 5. Data Management

- Functional specifications
- Database design & development
- ETL services (Extract, Transform and Load services)
- Merge/purge services
- Data appends
- Data hygiene
- Householding
- Database scoring
- Promotion tracking
- Contact management
- Permission management
- Point accrual, tracking and redemption
- Secure & reliable database hosting
- Quality control
- Real-time web-based query, reporting and analysis

#### 6. Websites & Microsites

- Project management
- Requirements review & interviews
- Functional specifications
- Technical specifications
- Site map development
- Creative conceiving, copywriting and development
- Programming and API integration
- Domain/sub-domain setup
- Quality control and testing
- Usability testing

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- Code delivery & installation assistance
- Secure hosting
- Real-time web-based reporting & analysis

### 7. Online Surveys

- Attitudinal studies
- Awareness studies
- Branding studies
- Concept testing
- Market profiling
- Perceptual mapping
- Price testing
- Satisfaction surveys
- Usage studies
- Attitudinal/behavioral segmentation
- Customer scoring
- Program responder profiling

### 8. Sweepstakes

- Single entry sweepstakes
- Multiple entry sweepstakes (time or behavior based)
- Instant win sweepstakes & promotions
- Games & trivia
- Collect and win promotions
- Points-based promotions

### 9. Referral Marketing

### 10. Points & Loyalty

- Develop a multi-tier benefits structure
- Build in business rules for qualification of loyalty benefits
- Easily integrate with your transactional database(s) and system(s)
- Implement real-time or batch data transfer to our Ion Mail Center
- Incorporate referral tracking and associated benefits
- Execute outbound multi-channel communications based on activity (email, direct mail, telemarketing)
- Manage rewards redemption and fulfillment
- View integrated reports containing:
  - Participation metrics
  - Qualification rates
  - Conversion rates
  - RFM metrics
  - Referral metrics
  - Cross-sell and up-sell measurements
  - ROI
  - Campaign delivery and response measures

### 11. Affiliate Marketing

- Program strategy
- Program economics
- Promotions and incentives
- Loyalty solutions

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- Fraud prevention and detection
- Partnerships, shopping engines, and non-network programs

### 12. Search Engine Optimization & Paid Inclusion

- Development of search engine strategy
- Competitive META tag reviews
- Review of existing site META tags and recommendations for additional keywords
- Review of site content for appropriate keyword density
- Site submission for paid inclusion to the major search engines
- Management of all keyword bids and buys
- Optimization of keyword buys for cost efficiency

### 13. Direct Marketing

- Strategic services — to help you target the right offer to the right customer.
- Creative services — high-end, response-oriented creative that fits your budget.
- Print production services — from simple short-run pieces to high-end, high-volume variable two- and three-dimensional direct mail pieces.
- Complete lettershop services — including personalization, lasering, assembly, sorting and postal delivery.

## Products

### EMAIL (IonMail)

The IonMail Center is a complete email marketing platform that includes the following features:

#### Personalization

IonMail has a number of options for personalizing any email dialog. Using these features have proven to increase response rates between 100% to 600%.

#### Ion Adaptive Messaging™

Dynamically change the content of future messages based on individual response patterns, by automatically adapting subsequent steps based on the recipients' response (or lack thereof) to prior messages in the sequence.

#### SmartBlock™

Allows for dynamic content execution within an email. That means you can set an email to send variations of the message depending on segments you define in your dataset.

#### Support

- Dedicated Account Manager
- Expertise in online marketing execution and reporting
- Quick Resolution of Issues
- 24/7 Support Hotline

#### Security

As an application service provider (ASP), Bluestreak eliminates the need for your team to deal with IT or spend resources on software, security or deliverability issues. Meaning, there are no large capital investment in expensive hardware or software, zero maintenance costs, and bandwidth capable of sending 1 million emails hourly.

#### Systems and Data Security Measures

All systems are backed up on magnetic media on a daily basis. All database transactions are also backed up hourly to

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offsite media for both disaster recovery and fault tolerance compliance. All magnetic media is transported via courier to an off-site storage area. Tape rotation follows the industry standard daily, weekly, monthly rotation.

### **ADSERVING (IonAd Manager)**

IonAd Manager is a hosted online advertising suite to help you execute advertising campaigns across all internet media. IonAd offers campaign management, execution and analysis together with integrated Rich Media and Optimization. The Ion Ad Management platform is a full service third party ad serving system that includes the following features:

#### **IonRich: Rich Media**

Rich Media functionality is an integrated feature of IonAd Manager and universally available to all IonAd users. With integrated Flash Tracking, users can easily track multiple interactive events taking place within an ad. By tapping into advanced tracking features of the Flash player, Ion can offer a complete description of the user's ad session.

#### **IonOptimizer**

IonOptimizer is an automated optimization technology that continuously learns and improves performance over the life of a campaign - often results are increased by an average of 70%.

#### **Reporting Capabilities**

##### *Ion Real-Time Reporting*

Provides fixed format reports that are updated every twenty minutes.

##### *Ion Advanced Reporting*

Makes use of a sophisticated OLAP architecture, and is updated once per day. This system's architecture enables generation of extremely flexible reports that would normally take a very long time to render. You can save these reports as templates with multiple permission levels, including Private, Public, and Read Only.

##### *Ion Premium Reporting*

View reach and frequency data, incorporating traditional Offline metrics based on reach and frequency to the extremely accountable medium of the Internet in ways that exceed the value of both previous systems. See the effects of frequency on both click and conversion, true overlap of users between web sites within the same campaign, how long users took to convert once they saw a campaign, and how fast reach is building within your campaign.

- Premium Reports
- By Campaign
- By Publisher
- By Placement
- By Creative
- By Creative Group
- Site Overlap at the campaign, publisher and placement levels
- De-duplicated impressions across campaigns, publishers, placements and creatives
- Unique and Repeat impressions
- Unique and Repeat conversions
- Geographic Reports showing results of campaigns down to the city level
- Hourly Trends by Day, Week, Month, and run of Campaign

**FOR PRODUCT RATES, PLEASE CONTACT A BLUESTREAK REPRESENTATIVE.**