

# 5 effective reasons our e-mail marketing solution works

1. Integrates with market intelligence – news, data, graphs
2. Provides your customer relevant content at no cost to them
3. All market, business and industry content is copyright protected
4. Requires no IT staff resources
5. Gives recipients a reason to:
  - view it
  - open it
  - respond to it
  - value it
  - want it again

**iiPublisher** allows your company to connect with internal and external audiences by publishing a real-time market intelligence e-newsletter.

- You customize your business message.
- You align your partners with key market intelligence and business information.
- You reinforce your brand.

## Why internal or other e-mail services DON'T work:

- Click-through metrics don't accurately measure value
- Cool features and fancy graphics dilute impact of message
- Multiple brands compete for reader's attention