

# SMart arketing

# admail suite

## The most effective way to enlarge your sales and deliver marketing messages

Electronic emailing today is one of the most useful tools in the field of marketing. Many companies channel budgets to this media in view of the fact that it offers immediate results, a very high return on investment (ROI) and fast application.

The admail suite is an innovative technological development offering businesses a platform that enables the attachment of advertising or marketing messages to all outgoing emails from the organization. The system interfaces to the organizations' mail server and is controlled by a user friendly web management interface.

### admail silver – an effective marketing tool

One click and all your target audiences are exposed to your marketing messages

|                   |   |
|-------------------|---|
| Easy Installation | interfacing to the organizations' mail server                                       |
| Easy Operation    | friendly web interface allowing the promotion of an advertising campaign in seconds |
| Effective         | low budget – high return  |
| Efficient         | messages segmentation based on groups of users, groups of senders and more          |
| Measurable        | offers the user statistics and click rates allowing the                             |

### admail gold – a winning inter-organizational tool

One click and all your employees are updated

In addition to the advantages of admail silver, the admail gold system allows you to keep in daily contact with your employees by delivering information, noting special events, special days, meetings and conferences, birthdays, new appointments, marking exceptional employees, assimilation of procedures, paperwork and more.

**Innovativeness**  
and your campaign surprises

**Strong Creative**  
and your campaign is effective

**60 seconds**  
and your campaign is online

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## Useful Implementations

### External Clients

- Branding and Positioning
- Marketing Messages
- Dynamic Sales Offers
- Launching of Products
- Traffic diversion to your Internet Site
- Public Interest Messages
- News / Newsletter
- Employee Search
- Holiday Wishes
- Fund Raising

### Internal Clients

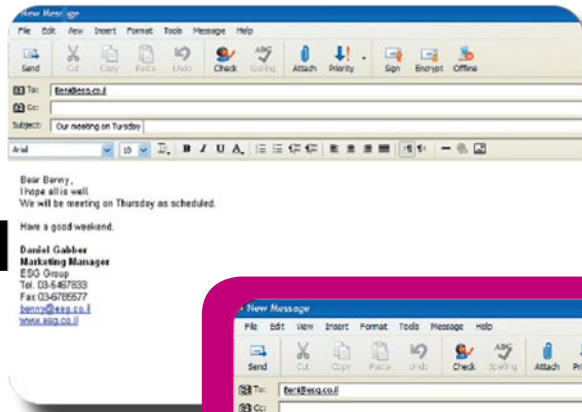
- Sales Target
- Outstanding Employee
- Job Openings
- Management Messages
- Raising Team Spirit
- Appointments
- News
- Birthdays
- Human Resources
- Pictures of Special Events

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## Reasons why admail

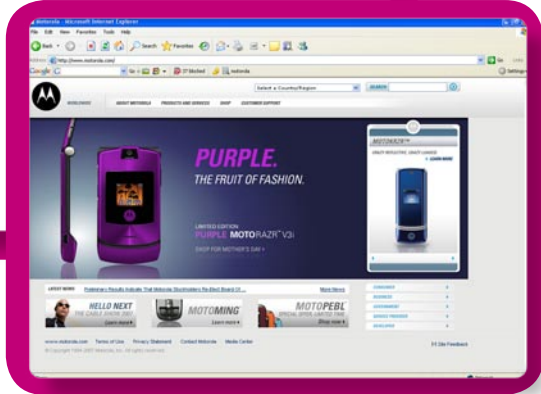
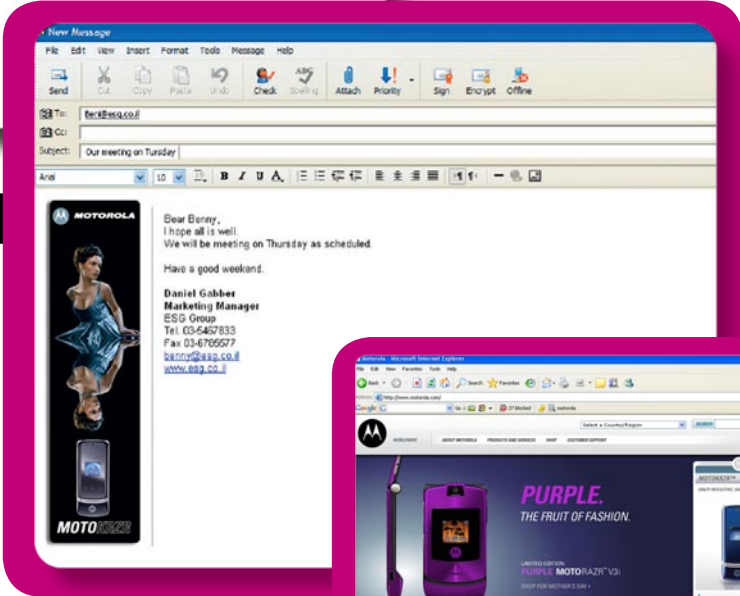
1. All outgoing mail from your organization contains your marketing messages
2. The system transforms all your employees into a daily sales/marketing force
3. The system exposes your employees to the organizations' brand messages
4. The package includes a state of the art technological system, and strong creative campaign
5. The package includes online, telephone and on-location service and assistance

**Before**



Standard mail

**After**



Each email contains a marketing message

Each banner is direct link to sale/special offer minisite or company web site



# choose your banner

**NEW** Adtext

|  |   |
|--|---|
| <p><b>New Citroen</b><br/>Find your own<br/>For our special offer<br/><a href="http://www.citroen.com">www.citroen.com</a></p> | <p><b>Motel Reservations</b><br/>Quality Motels at<br/>Discount Prices<br/><a href="http://www.BestStay.com">www.BestStay.com</a></p> |
| <p><b>Rentacar</b><br/>Special weekend<br/>renting rates<br/><a href="http://www.budget.com">www.budget.com</a></p>            | <p><b>Cheap Hotels</b><br/>5 Star through<br/>1 Star Hotels<br/><a href="http://www.orbitz.com">www.orbitz.com</a></p>                |
| <p><b>Customer service</b><br/>1800 700 700<br/>24/7<br/><a href="http://www.csc.com">www.csc.com</a></p>                      | <p><b>Hotels</b><br/>Comfort at low<br/>cost in Miami<br/><a href="http://www.ClayHotel.com">www.ClayHotel.com</a></p>                |

A new system that manages text messages on the employees emails.

A simple and user friendly GUI that allows the administrator to edit the desired text message.

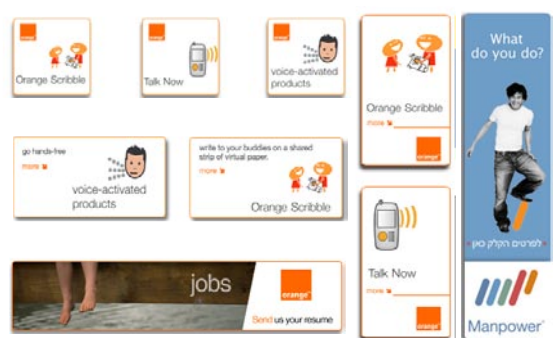
Allows you to edit up to 3 text messages at one email, each of them gas a different active link

Left banners

Footer banners

Header banners

Right banners



## About the ESG Group

The ESG Group offers tailor-made solutions and services in the field of operations and marketing to companies, bodies and organizations, so that they can utilize their full business potential by effective saving, effective allocation of resources, utility of innovative and .effective marketing tools which enlarge sales

## The Human Assets Make the Difference

The ESG Group was founded in 2002, is privately owned and has 40 employees. Our unique human assets are based on the fact that our Company employs professionals, specialists in their field, the front runners in each field, in order to offer a comprehensive and complete service to our customers. Our professionals include: accountants; lawyers; engineers; economists; programmers; insurance agents; marketing personnel; creative and operational personnel.

## Personal Touch – Not Just a Slogan

Each and every one of our clients are looked after by a personal manager. We meticulously keep up our standard of service, and in accordance with that, each manager is allocated a limited number of clients. We design for each of our clients a formation that is suitable for their needs and field of expertise. To work with us means receiving service from the leading professionals in their field. We think, initiate and renew for our clients.

## ESG Companies



A variety of Adnail clients



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