

Complete Email Marketing Solution

> HTML Email

The world is moving quickly to graphically-rich HTML email. HTML emails are so appealing because they contain formatted text, images and links to web sites, email addresses and documents. These HTML elements, combined with the personalization and interaction inherent in online marketing, combine to make email the ultimate one-to-one marketing tool.

The predominance of HTML-enabled email software mirrors this growth. A March 2001 Study* showed that 90% of the public can view HTML emails, complete with graphics and photographs. In addition, the last two versions of AOL (6.0 and 7.0) are HTML compatible, so the actual percentage is now likely above 90%.

> Sending HTML Email

The ListEngage system optimizes HTML emails to work across all HTML compliant systems. Our HTML has been tested and approved on over 40 types of email software. We also offer the option for email delivery using Multi-part MIME technology. When you select this option, ListEngage will deliver the text and HTML version of your email together, and each subscriber's email software will display HTML if it has the capability, or display text if it does not. This technology and our ongoing testing ensure that the maximum number of your customers receive great looking HTML emails.

> Receiving HTML Email

Though most email software is HTML compliant, the ability to receive properly formatted HTML is dependent on the configuration of the recipient's email system. For example, although the copy of Lotus Notes® on your PC is HTML compatible, if the software your business is using to serve email - Lotus Domino Server® - is not configured properly, HTML emails will not be formatted properly on your computer.

Unfortunately, some older email systems are unable to receive HTML email properly. hitechclub.com creates a parallel text version of our emails and enables subscribers to determine which type of email - Text or HTML - that they receive. In addition, to ensure the best possible viewer experience, we offer text subscribers the ability to click a link to view a personalized web-based version of the email.

> ListEngage Expertise

If you have an email system other than any listed in the orange box and are unable to receive HTML emails, we can help in diagnosing the configuration issue. For help from hitechclub.com, please provide your representative with the following information:

1. Email Server - (Example - Lotus Domino version 5.05)
2. Email Client - (Example - Lotus Notes version 4.8)
3. Operating System - (Microsoft Windows 98)

Email Software with Limited or No HTML Capabilities

- AOL 4.0 and 5.0
- CompuServe 2.1, 4.0 and 2000
- Eudora 3.1 (enhanced text only)
- Eudora 4.0 - 4.3
- Lotus Notes 4.6
- Netscape Communicator 4.0
- Netscape Communicator 4.5 Mac
- Claris EMailer 1.1 Mac
- Webbasis
- WWW-Mail 1.5
- Pine
- Outlook 97

*(Source: www.wilsonweb.com).