

# D3 CORP

Formerly Internet Business Strategies

web solutions that work

Behind every email marketing success there's a great strategy. With D3 CORP's web-based email marketing system (WEMS), that great strategy is easier to imagine and implement than ever before. WEMS is a comprehensive, intuitive and scalable system that offers exciting new ways to reach customers, improve retention and increase sales. So put the power of more possibilities behind your eMarketing success with D3 Corp and WEMS.

## Permission-Based Data Collection and Management

- Customize data points to meet your marketing objectives.
- Feed multi-channel subscriber information directly to and from your database.
- Convert more sales with automatic double opt-in subscriber confirmation.
- Manage unsubscribes and preference updates in real-time, across the platform.

## Email Creation Tools

- Choose from our email templates or retain creative flexibility with your custom HTML.
- WEMS Message Wizard walks you through content management and formatting.
- Check message content for spam filter triggers with our Spam Rating Tool.



## Smart Lists™

- Use D3's Smart Lists™ to segment your database using multi-part rules and if/then logic.
- Build subscriber groups by interest, demographics and even behavior.
- Your Smart Lists update dynamically as people subscribe, unsubscribe or change their preferences.
- Who knew it could be so easy to send targeted emails to families from Pennsylvania who booked hotel rooms in Ocean City online in the last six months?

## Dynamic Content

- Use a single email template to send unique messages to each of your subscribers.
- Create personalization tags that correlate to subscriber data points and insert those tags into your emails.
- Increase retention and improve conversion by delivering relevant content, images and offers based on subscriber interests and behaviors.

## Sub-Account Controls

- Set, manage and control business rules across the enterprise.
- Monitor franchisee communications.
- Maintain brand integrity with every email sent.

## Event-Triggered Messaging

- Send recurring messages to mark date-related milestones.
- Configure a series of messages to be sent at a specified schedule.
- Launch "meta campaigns" triggered by predetermined actions or dates.

## Managed Integration

- Integrate your email marketing initiatives and Web analytics.
- Track ROI from e-commerce sales.

## Cross-Campaign Reporting

- Group messages by type (newsletter, promotions, etc.) and measure message statistics against each other.
- Optimize campaign effectiveness over time.



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meeting all your web strategy needs  
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