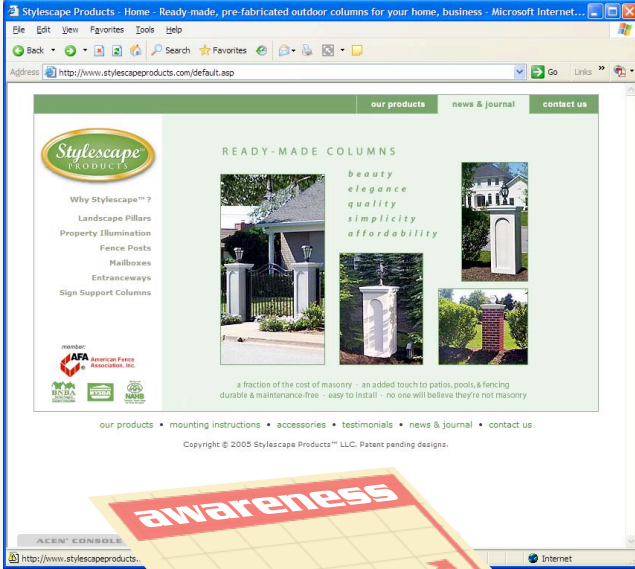# ACEN
WORKING WEBSITE TOOLS™

acen Notifier™

Client: Stylescape Products, LLC (*www.stylescapeproducts.com*).
Objective: E-newsletters announcing news, products, and successes.

Turn your website into a
Megaphone!

1 Easily formatted e-Newsletters & e-Bulletins, emailed from your website.

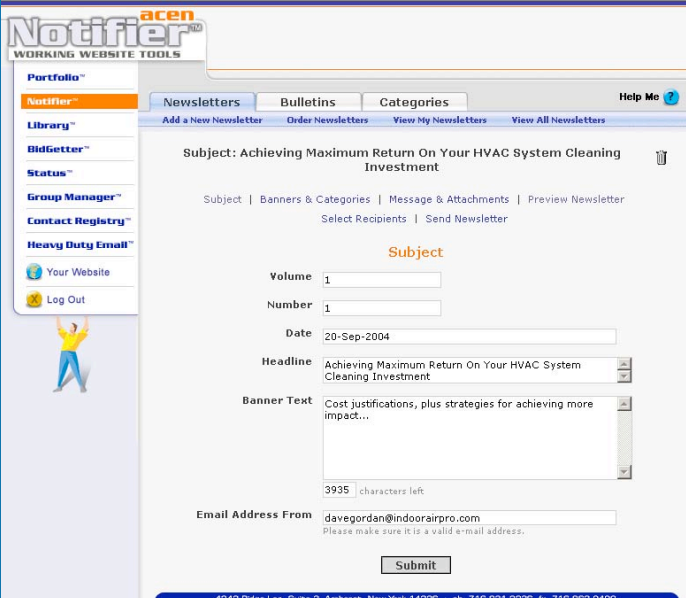**2** Automatically added to your website for visitor reference.

3 Simply "group" your contacts to create multiple mailing lists.

ACEN
www.acen.com

Notifier™ Announces & Attracts!

► **Saves Money:** Conex got out of printing by using e-newsletters (*www.conexbuff.com*).

► **Saves Time:** BNBA notifies hundreds of people in just seconds with e-bulletins (*www.bnba.org*).

► **"Reminder" Marketing:** Savarino reminds customers of latest accomplishments (*www.savarinoconstruction.com*).

► **Effective Direct Advertising:** StyleScape reaches thousands of customers with a single "click" (*www.stylescapeproducts.com*).

tel 716.831.2236 • toll-free 888.311.2236 • info@acen.com

Features & Benefits

easy to use

Anyone can use Notifier™ to create and send professionally formatted e-mail messages. Simple forms, one-click commands to upload pictures, attach documents, and add website links enable you to create and deliver great looking messages fast.

picture-friendly

Notifier™ software automatically re-sizes and optimizes photographs for fast web viewing, so you need not invest in image processing software.

even easier to use

After you make your first Notifier™ item, simply copy it and edit to create the next. It's fast and easy with a "what-you-see" preview editor.

web & e-mail

Unlike other email marketing systems, Notifier™ is integrated with your website. It sends messages by email and also stores them in your website. Website visitors can see your announcements and subscribe to notification by e-mail.

spam

Notifier™ delivers messages to groups that you define in your website's Contact Registry. Recipients can "un-subscribe" and website visitors can self-subscribe. Notifier™ delivers authenticated e-mail from your website, so it's not "spam."

multiple mailing lists

Building a Contact Registry is easy. Upload a list or ask contacts to self-register through your website. Then make the groups you need for targeted messaging.

large attachments? no problem!

Notifier™ messages are very small and fast to open even if you attach huge files like newsletters, flyers or catalogs. That's because the attachments are delivered as "links" to files that remain on the server until the e-mail recipient "clicks" them. Then they are delivered and opened in a new window.

search engines

Notifier™ improves your website search engine ranking for two reasons:

1. All text that you enter is "scan-able" by search engines so every time you create a Notifier™ message, you are adding new, search-friendly content to your website.

2. Notifier™ generates "in-bound links" back to your website that contribute to "page rank".

drives the hits!

Notifier™ reaches out to people and draws them back to your website. That means more hits, more visitors, more leads and better search engine rank. (We observe that site visitors nearly double after we send an e-bulletin.)

customizable

Notifier™ comes with two custom letterheads. "Newsletters" can be set-up for fixed column widths. Bulletins can be customized by you, on the fly into single, double, triple, or quadruple-column formats. Additional letterheads can be developed.

categorize-able

Use Notifier™ for press announcements, events, newsletters, sale flyers, technical bulletins, coupons... you name it! Categories keep it easy and organized.