



**REALMAGNET.COM**

Visit [www.realmagnet.com](http://www.realmagnet.com) to learn more about how MagnetMail can help you create emails with both form and function.

**“THE REAL MAGNET TEAM IS ALWAYS READY TO HELP US WITH BOTH PROFESSIONALISM AND KNOWLEDGE.”**

Carlene M. Alpert,  
Corporate Director, eCommerce,  
New Castle Hotels and Resorts

**PARTNERS**



**Become a Real Magnet partner.**

You can increase your revenue, add value for your customers and raise your visibility by adding Real Magnet’s powerful email broadcast and deliverability tools to your product offerings.

Real Magnet offers a broad range of partnership opportunities. We will work with you to craft a unique agreement that meets the requirements of your business model.

- **Channel partners:** Real Magnet’s Channel Partner Program is designed to drive sales opportunities, increase partner profitability and improve customer satisfaction. As part of the program, you are given high-demand functionality and supported with training, materials and strategy for the Real Magnet and EmailExam applications.

The Real Magnet Channel Partner Program will increase your bottom line, generating recurring revenue via a monthly subscription-based sales model.

- **Branded solutions:** Real Magnet offers unique partnering opportunities that give you the ability to provide advanced email broadcasting and deliverability testing solutions as a part of their own suite of services. Our turnkey solutions offer Real Magnet’s functionality wrapped in your corporate branding. Real Magnet can be as visible or invisible as you require.

Real Magnet’s branded solutions are hosted on our servers. There is no need for software or hardware installation. Real Magnet can directly support your clients or train your employees.

- **Technology partners:** The Real Magnet and EmailExam Application Programming Interfaces (APIs), provide you with a fast, easy way to create applications that access the functionality and data of our applications.

Real Magnet supplies access to our SOAP-based, web-service API to accredited development partners. You can integrate the functionality of Real Magnet and EmailExam directly into your own applications using ColdFusion and Java technologies and Microsoft’s .NET framework.

Contact us for more information about becoming a Real Magnet partner.

**MAGNETMAIL = EMAIL + EVENTS/SURVEYS/MOBILE/RSS/FAX**