



REALMAGNET.COM

Visit www.realmagnet.com to learn more about how MagnetMail can help you create emails with both form and function.

**“MAGNETMAIL IS
RELIABLE, EASY TO
LEARN AND VERY
COST EFFECTIVE.”**

Carrie Kulak, Director of Consumer Marketing, Goebel Marketing North America

TECHNOLOGY

MagnetMail shows how technology can meet your needs.

Things change quickly in the technology industry. The latest gadget or platform or programming standard can cause upheaval and force you to work overtime to adjust.

You don't need added complication from your email marketing application. MagnetMail is ideal for professionals who need to communicate quickly with clients, prospects and partners and then move on to the next task.

MagnetMail is tailor-made for the technology industry. Here's why:

- **It's easy to use.** As part of the technology industry, you know the value of simplicity, so we made MagnetMail easy. Send an email to your customers in just minutes. No special HTML or database skills are needed to distribute professional, branded messages.
- **You can send messages via email, mobile, RSS and fax.** Different people have different ways of communicating, especially when they are involved with technology. From email and fax to RSS and mobile messaging, MagnetMail ensures that your communications are sent to recipients based on their preferences.
- **You can rely on industry-leading delivery rates.** Your messages generate revenue, so you can't afford to have your emails lost in cyberspace. Real Magnet's top priority is the delivery of your messages so that you don't have to worry.

In addition, you'll enjoy other core features of MagnetMail, including:

- Reduced costs
- Integrated survey and event management
- Dynamic content and personalization
- Built-in testing tools
- Real-time tracking of opens, clicks, unsubscribes, etc.
- Integrations with multiple CRM applications
- Enterprise features for complex businesses
- Dedicated 24/7 customer support

Among the technology companies using MagnetMail:

- Freewebs
- Emergent Game Technologies
- Corporate Network Services
- Arkadin
- DocuLex
- Brivo Systems
- Affinity Circles
- SilkRoad Technology
- Autodata Solutions

Request a demo to get a first-hand look at how MagnetMail can help your technology firm.

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