

## ClickRSVP Delivers for ABA ...

This past summer, ClickRSVP was tapped to deliver an email marketing presentation to participating ABA members via a simultaneous webcast / phone conference. More than 250 banking professionals were on hand to hear our own Joe Timm and Kristin Brandt (Sundin Associates), as they covered 90 minutes of stats, tips, and samples on email marketing for banking.



Response to the presentation was very positive. ("You hit a home run," according to the evaluation.)

While we agree that the presentation was great, we feel that the more significant factor is that email marketing is finally catching on with financial institutions. This is great news all around – especially for ClickRSVP, which has remained one of the very few email service providers focused almost exclusively on financial institutions.

We still remember our first ABA Marketing show in 2000 when attendees would come to our booth and say, "What is email marketing?" If you're still asking that question, give us a call at 877-807-2027 and we'll be glad to give you a guided tour to the state-of-the-art.

## ... And Also for CUNA

ClickRSVP has been selected as the email service provider for the Credit Union EZ Mail™ platform, being offered by CUNA (Credit Union National Association). ClickRSVP was one of several national finalists presenting a solution, which includes delivering customized financial content to members via permission email.

According to CUNA officials, ClickRSVP's EmailConductor platform provides the right combination of customization and ease-of-use required for the program. Credit Union EZ Mail is being launched Q1-2007. CUNA, based in Madison, Wisconsin is the largest credit union trade association, with nearly 10,000 member institutions.



## Going on seven ... Going strong

This past summer we entered our seventh year as ClickRSVP. This year marked our biggest growth spurt yet, with 2006 revenues increasing by 65% over 2005. Our client roster also grew significantly, as we now serve more than 140 banks, credit unions and lenders. Clients include top-ten institutions, mid-sized regional's, as well as credit unions and community banks.



We also work with industry partners, including Fiserv, and several marketing agencies, who have all come to depend on ClickRSVP for our expertise and ability to deliver quality, compliant email programs.

"Bringing financial institutions into the world of email marketing has been a challenge, but we have persisted and succeeded by staying focused and providing a high-quality, consultative service that our clients truly appreciate," said Ray Parenteau, company president and founder.



Ray Parenteau

Although we personally have been involved in financial marketing since 1992, you may find it comforting to know that ClickRSVP has transitioned from being a "new business" into a mature, reliable industry vendor. So, if you're looking to get started with email marketing or to upgrade an existing program, don't hesitate to give us a call or drop us a line.



## New Release for EmailConductor

As with all quality software, EmailConductor continues to be improved every year. This past fall was no exception as we rolled out Version 5.0 of our flagship product. In addition to its industry-leading list management capabilities, EmailConductor 5.0 now offers new features, including A/B list splits, variable subject lines, auto-response sequencing with variable timing based on user actions, and many more great tools. Check it all out at [www.clickrsvp.com](http://www.clickrsvp.com) and request your own escorted demo. You will be amazed at what EmailConductor can do for you.



## Perry Leardi Joins ClickRSVP



Perry Leardi has joined the ClickRSVP sales team, specializing in email marketing solutions. Perry brings more than 12 years of senior management experience in the financial services software industry. With extensive experience in domestic and international sales management, Perry has planned, developed and implemented effective and profitable strategic sales programs. Most recently he was Director of Sales at iMoneyNet, where he was instrumental in the successful launch of a new web-based analytical software tool.

## Did You Know?

One common reason we hear for delaying an email marketing program is "lack of permission email addresses." It may help you to know that most financial institutions can launch an email program with existing email addresses. In fact, we've done it for several clients and they now enjoy the luxury of being able to reach their "internet-oriented" customers instantly. It's all CAN-SPAM and GLB-compliant and we handle the entire process for you – all in a service-bureau secure environment. Sound interesting? Give us a call at **877-807-2027** and learn more.



## What can you do in EmailConductor?

- Capture email addresses online
- Import new lists
- Export lists and list subsets
- Deliver beautiful-looking campaigns
- Track response in real-time
- Export or email campaign reports
- Manage your subscribers and opt-outs
- Run all kinds of tests and splits
- Never have to worry about compliance
- Have it your way (self-service to full service)
- Reach your customers instantly
- Save time and money

## Test Your Email Knowledge

The majority of email response occurs:

- a. Within 12 hours
- b. Within 24 hours
- c. 2-3 days
- d. 4-7 days



a: More than 50% of email response occurs within 12 hours after a campaign. On average, 75% of response is received in less than 30 hours.



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