



Vignette® Messenger. Powerful, results-driven e-mail campaigns made simpler.

Vignette Messenger offers companies a fast and simple way to design, execute and measure e-mail marketing programs, promotional campaigns, newsletters, surveys and viral marketing programs.

Powerful, results-driven e-mail campaigns made simpler.

Fast. Flexible. Cost-effective. E-mail continues to be an ideal vehicle for reaching out to customers, prospects and other important audiences. But to guarantee successful e-mail campaigns, you need the right tools for delivering targeted, personalized and tightly coordinated content that will generate response and new business. And that's just the beginning. It has to be easy to integrate, update and segment internal and external lists, databases and other data sources. A complete e-mail solution will also include the tools you need to measure and analyze both costs and results, so you have a clear view of your marketing return-on-investment.

Vignette offers all of this and more with Vignette Messenger. This unique e-mail marketing application makes it easy for you to design and distribute results-driven, electronic promotional campaigns, newsletters, surveys and more.

A complete all-in-one solution, Vignette Messenger guides you through the creation and implementation of e-mail programs in minutes with just four simple steps:

■ Create and manage highly targeted lists

Segment mailing lists to ensure the right message reaches the right audience. As campaigns progress, Vignette Messenger helps manage and maintain lists and databases with subscribe/unsubscribe and list update capabilities, so you are only sending permission-based e-mail. In addition, based on customer preferences, you can deliver specific, tailored content, increasing the likelihood of a response.

■ Craft personalized, engaging messages

Vignette Messenger comes with a series of easy-to-use, out-of-the-box templates that can be customized and reused to simplify content creation. Design engaging messages – either HTML or text messages – in no time, without the burden of having to learn HTML. And again, those messages can be targeted and personalized with conditional content based on your recipient's individual profile.



■ Test and launch programs

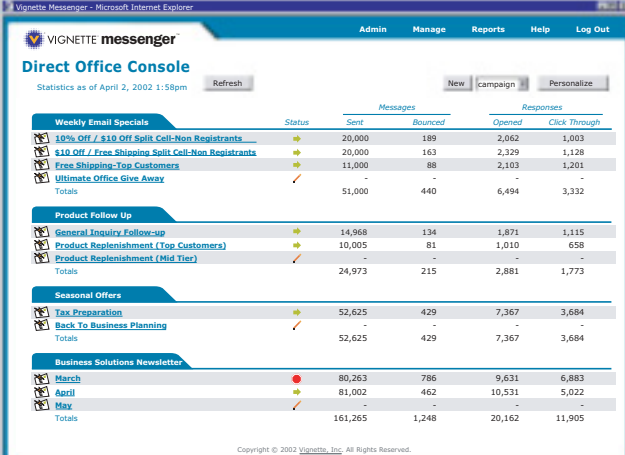
To drive results and ensure a successful program rollout, Vignette Messenger gives you what you need to test and simulate programs before the actual mailing takes place. Once testing is complete, you can launch your campaigns in one simple step.

■ Measure program results in real time

No program is complete without up-to-the minute tracking and measurement. From program expenses to response rates to bounce backs and more, Vignette Messenger gives you an accurate up-to-date view of your campaigns to help determine what's working and what needs refinement. Other features and capabilities include the ability to capture new leads and referrals with innovative viral marketing programs, guard against fatigue by automatically coordinating timing and delivery with the Vignette Traffic Cop module, store responses for historical queries and future list segmentation, and most importantly, manage and implement e-mail programs right from your desktop without requiring help from IT.

Use as a standalone application or as a complement to Vignette Dialog. Vignette Messenger is the perfect complement to Vignette Dialog, a software platform for automating ongoing, multi-step customer communications across not just e-mail, but your Web site, call center, direct mail and more. Vignette Messenger can be used as a standalone application when simple e-mail campaigns are required, or in conjunction with Vignette Dialog as a fast, easy-to-use wizard for dialogs that include e-mail.

Vignette Messenger is available as a packaged application to meet the needs and requirements of virtually any marketing organization.

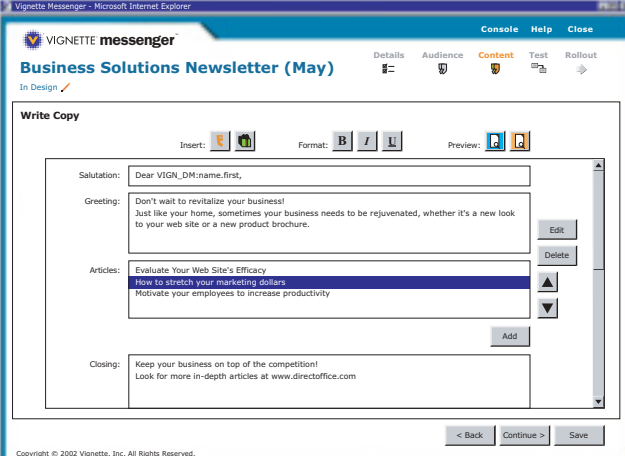


Statistics as of April 2, 2002 1:58pm

	Status	Sent	Bounced	Opened	Click Through
Weekly Email Specials					
10% Off / \$10 Off Split Cell-Non Registrants	→	20,000	189	2,062	1,003
\$10 Off / Free Shipping Split Cell-Non Registrants	→	20,000	163	2,329	1,128
Free Shipping-Top Customers	→	11,000	88	2,103	1,201
Ultimate Office Give Away	✓	-	-	-	-
Totals		51,000	440	6,494	3,332
Product Follow Up					
General Inquiry Follow-up	→	14,968	134	1,871	1,115
Product Replenishment (Top Customers)	→	10,005	81	1,010	658
Product Replenishment (Mid Tier)	✓	-	-	-	-
Totals		24,973	215	2,881	1,773
Seasonal Offers					
Tax Preparation	→	52,625	429	7,367	3,684
Back To Business Planning	✓	-	-	-	-
Totals		52,625	429	7,367	3,684
Business Solutions Newsletter					
March	→	80,263	786	9,631	6,883
April	→	81,002	462	10,531	5,022
May	✓	-	-	-	-
Totals		161,265	1,248	20,162	11,905

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The Marketer's Console provides an up-to-date view of performance metrics and results, making it easy to track, manage and optimize e-mail campaigns.



Console Help Close

VIGNETTE messenger Details Audience Content Test Rollout

In Design ✓

Write Copy

Insert: [Image] [Image] Format: B I U Preview: [Image] [Image]

Salutation: Dear VIGN_DM:name.first,

Greeting: Don't wait to revitalize your business!
Just like your home, sometimes your business needs to be rejuvenated, whether it's a new look to your web site or a new product brochure. [Edit] [Delete]

Articles: Evaluate Your Web Site's Efficacy
How to stretch your marketing dollars
Motivate your employees to increase productivity [Add]

Closing: Keep your business on top of the competition!
Look for more in-depth articles at www.directoffice.com

< Back Continue > Save

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Vignette Messenger makes it easy to create high-impact HTML and all text e-mail messages within its wizard interface.

For more information on how Vignette Messenger can improve your online marketing results, call us at 888.608.9900, or visit our Web site at www.vignette.com.

DSVMSG2-03



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