

# The Professional Edition

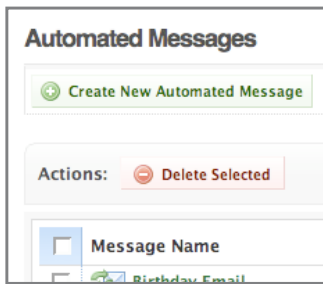


Features service and support built from the email marketer's perspective.

The Professional Edition of Bronto is our email marketing solution designed for marketers who view email marketing as critical to their sales and marketing initiatives. Features such as automated messages, API integration and easy to understand reporting and analytics give marketers complete control of their email campaigns, allowing the flexibility to map email marketing directly to business needs, buying cycles and target audiences. Combined with Bronto's industry leading deliverability, expert client service and respected reputation, the Professional Edition is the comprehensive solution for the smart and saavy email marketer.

**Ideal for** Businesses who are sending higher volumes, seeking more proactive service, flexible pricing and upgrading options. The Professional Edition is feature-rich and supported by our expert client support department.

## Helpful, Easy-to-Use Features

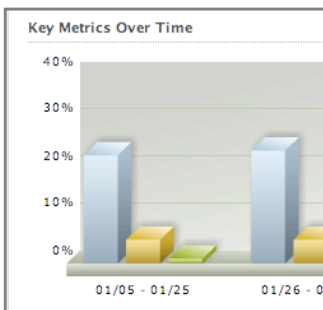


### Automated Emails and Triggers.

The Professional Edition features a full-range of automated email capability, allowing marketers to set-up transactional, recurring and behavior-driven messages along with their segmentation. This ability to drive personalized email campaigns with easy wizard-driven set-up and reporting makes Bronto perfect for the marketer with limited resources, but high expectations.

### Segmentation and List Management.

Advanced tools for managing your contacts and lists and creating segments allow you to better target your messages, making them more relevant to your customer. Bronto's application makes it simple to set up lists, send to select addresses and filter your content based on customer preferences.



### Reporting and Analytics.

Bronto is known for our intuitive reporting tools. No confusing charts to interpret, or complicated math necessary to decipher open rates, click-throughs or conversions – Bronto's reporting and analytics tools do it for you. Simple, yet comprehensive screens show results and reporting groups that give an accurate, and easy-to-understand view into your email campaigns performance.

### Pricing

Starts at \$3,000 per year:

- 120,000 emails per year and up
- 5 Users
- 100 MB of Hosting
- 50 Custom Fields
- 1 million Contacts
- 90 days of Data Retention
- Requires a 12-month contract with multiple payment and email allocation options
- Temporary sending increases (bump upgrades) without penalties or excess fees

### Robust Feature Set

- Conversion/Clickstream Reporting
- Dynamic Content & Web Analytics Integration
- Dedicated IP, API, Multiple Users, and other options are available.

### Service and Support

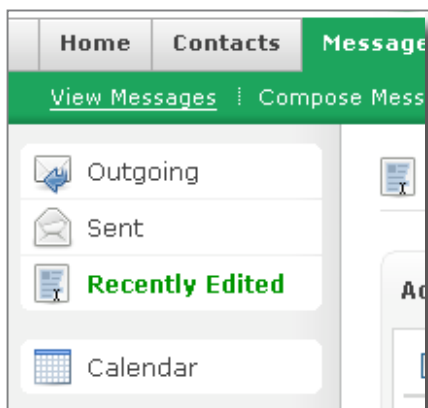
- Available from 8 to 8 EST, Mon-Fri
- After-hours / Weekend Emergency Support
- Consultative services and proactive support

### Deliverability

- Message Validators
- Message Throttling
- ISP Whitelisting & Feedback Loops
- Delivery auditing by ReturnPath
- Usage of Shared IP Pool.
- Dedicated IPs available

### Available Options

- Personalized "Powered By" Logo
- Custom Templates
- Additional Users, Hosting, Fields, and Contacts
- Extended Data Retention
- API Access
- Dedicated IP Address

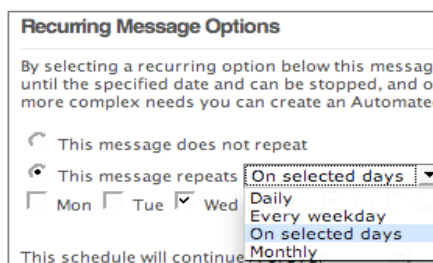


## Deliverability and Bounce Management.

Bronto understands that making sure your email gets delivered to your customer is critical. We work with ReturnPath and all the major ISPs to maintain real-time status of message deliverability. Bronto also has instant feedback on complaints or bounced messages. As a result, our deliverability rates are among the highest of all ESPs, consistently exceeding 95%. When you use Bronto, you can be confident that your messages will arrive at their destination, while our bounce management tools and feedback loops help you keep your lists clean and relevant.

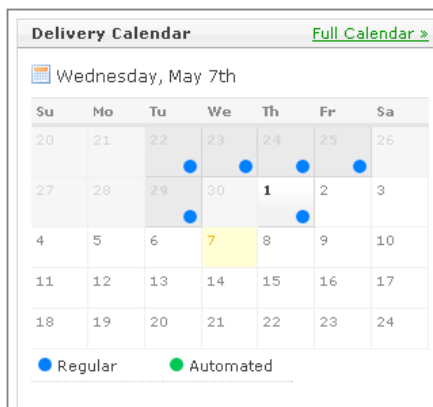
## Making it easy.

In addition to our advanced features, Bronto offers many others that make your life as an email marketer easier. We consistently listen to the features our clients' request and regularly incorporate them into our editions. Such features include email marketing calendars and message delivery scheduling verification allowing you to double-check emails and timing, saving you from costly mistakes, and saving you time.



## Flexible Pricing.

Priced on a per-email basis, marketers commit to the overall number of emails needed for a subscription period. Since you control the number of emails sent and when, coordinating with buying cycles and busy times is easy. And, there are no overage charges. If more emails are needed, simply do an instant "bump upgrade" within the application using a credit card.



## Service and Support.

With Bronto, you don't have to go it alone. Our client services department is filled with knowledgeable email experts, who've been published in such in industry-magazines such as DM News, ClickZ, and MarketingProfs. They keep up on the latest in best practices and new technologies, so you don't have to. They're also exceptionally accessible for when you have questions or concerns with support by email, telephone and web.



Bronto offers the software and service solutions necessary for your email marketing success. Contact us at **1-888-BRONTO1** for a demonstration or to discuss your specific email marketing objectives.