Convey Insurance

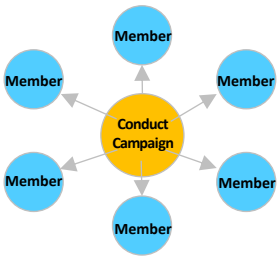
Conduct Key Features

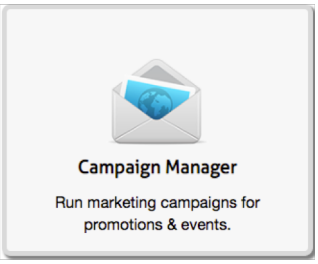
What is Conduct?

Conduct is a drip email marketing technology designed to deliver multiple outreaches to an email list, create calls of action for viewers to respond, and report on campaign success. Conduct is integrated into all Convey portals.

Create campaigns in Convey and deliver them to site members

Create a Conduct campaign at the site level and deliver it to members of the site. Segment campaigns by delivering them to specific member types and not others based on their interest level. Once a campaign is delivered, it is ready for the member to launch after they add contacts to receive emails.



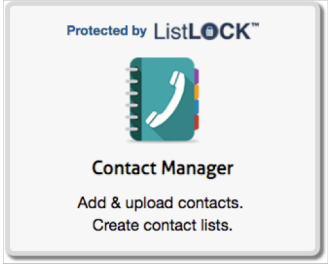


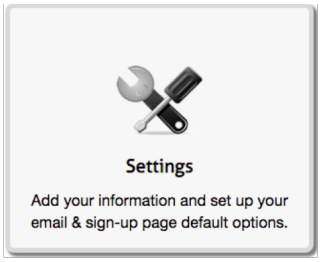
Campaigns are automated and complete.

Campaigns come with multiple outbound emails, a landing page and detailed reports on email and sign-ups. Emails and landing pages are branded for each site member. Members can choose from the library of campaigns created for them and launch with Quick Launch or create their own. Once a campaign launches, the system automatically runs it for the member.

Contacts are protected with ListLock™

The Contact Manager is pre-set up for each member with the fields they need to keep track of customers and prospects. Members upload Excel files of their contacts and can divide them into specific lists. ListLock™ secures their contact database keeping it secure so that no site administrator can access the list by changing emails or passwords.





Branded for each member

Members set up Conduct by entering their contact information so that it will now appear on the footers of the email or sign-up page for each campaign. They can upload a header and sign up page graphic to brand campaigns with their look and feel.

Reports on campaign success.

Conduct reports detail the number of emails that were delivered or bounced. Reports show click throughs and information on who filled out sign-up forms. Reports are available to members and site administrators. Site reports show overall statistics but not the individuals that received emails or signed up.