



sympact

When good email simply isn't good enough, send truly great email with Certified Premium Services.

GET MORE INFO

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Tailor Your Ads Create Individual Up To The Minute Offers in Real Time

Any Time With Sympact Dynamic Images

As a Certified member of the Return Path Certification program, your email is delivered with images automatically turned on at key ISPs, an advantage that can double response rates. Now you can harness the dynamic power of "images on" beyond simple HTML. Take dynamic content and targeting to the next level. Make every email a current and relevant experience for your subscribers. Know that no matter when they open it (today, tomorrow or next week) it will have updated information for that recipient. Using this advanced technology, you can create up-to-the-minute offers that leverage the power of imagery to deliver time sensitive promotions, real time pricing and statistics, geographic targeting and dynamic outbound linking.

Personalize Your Email. Deliver Custom Content in Real Time, Any Time.

You already know the impact images have on driving email response rates. Amplify that power by delivering real time, dynamic content to the inboxes of your subscribers. By building a strong content and testing strategy, you can use Sympact Dynamic Images to easily determine the correct image to display to your subscriber based on geo-IP lookup, time/date, or even real time call to the email sender's API. Imagine a cinema company whose weekly email always contains the customer's neighborhood theaters and upcoming show times. Or the home garden store that considers the weather forecast to display different product depending on rain or sun where the customer lives. Truly custom content is well within your reach with the right tools and right strategy to meet your business goals.

- **Create Truly Relevant Email:** Before Sympact, personalizing and customizing email messages based on time or location was a difficult, high touch process. Now you can deliver just the right message at whatever time your subscriber chooses to engage with your email. By pairing Sympact's advanced technology with the experts at Return Path, you will receive an in-depth review of your email creative and a custom testing plan before you deploy your campaign. Then Return Path will help you design a long term strategy for dynamic content insertion based on your testing results, reputation metrics and overall business goals.
- **Drive Higher Response Rates.** Sympact Dynamic Images enables creative freedom without limitation. With real time, any time technology you can deliver time sensitive offers via email that prompt subscribers to "act now." Through dynamic outbound links, live data pulls and animations,

you can create compelling offers that promote great email experiences that will drive higher response from your subscribers.

- **Eliminate Segmentation Complexity:** Sympact Dynamic Images makes custom content easy for smart email marketers. It simply tailors individual advertisements in real time by converting context into content. These ads can be displayed on the web or in email, without requiring any special software or long integration cycles. And with Return Path experts to help you test and implement your content and optimization strategies, creating dynamic content is easier than ever.

Certification Delivers Results

You already know your email will arrive in the inbox. Now, with images turned on at top ISPs like Yahoo! and Hotmail, using dynamic content in email becomes a powerful way to amplify your messaging and increase response rates. With easy-to-use technology that automatically delivers the right content to your subscribers in real time, you can easily deploy winning campaigns and get the response you deserve.

There is no need to send out different versions of your email to samples of your database, wait for the results, adapt your email and send the best version to the remaining recipients of your database. Plus, it's compatible with all email broadcasting platforms.

And with Return Path experts at your service, you have the full power of Return Path is on your side. Our expert strategists will give you inventive and practical ideas for optimizing your B2C or B2B program that will help you move your email program from ordinary to extraordinary by boosting subscriber engagement, response and your ROI.

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