

Drive greater ROI for your clients ... or get driven out

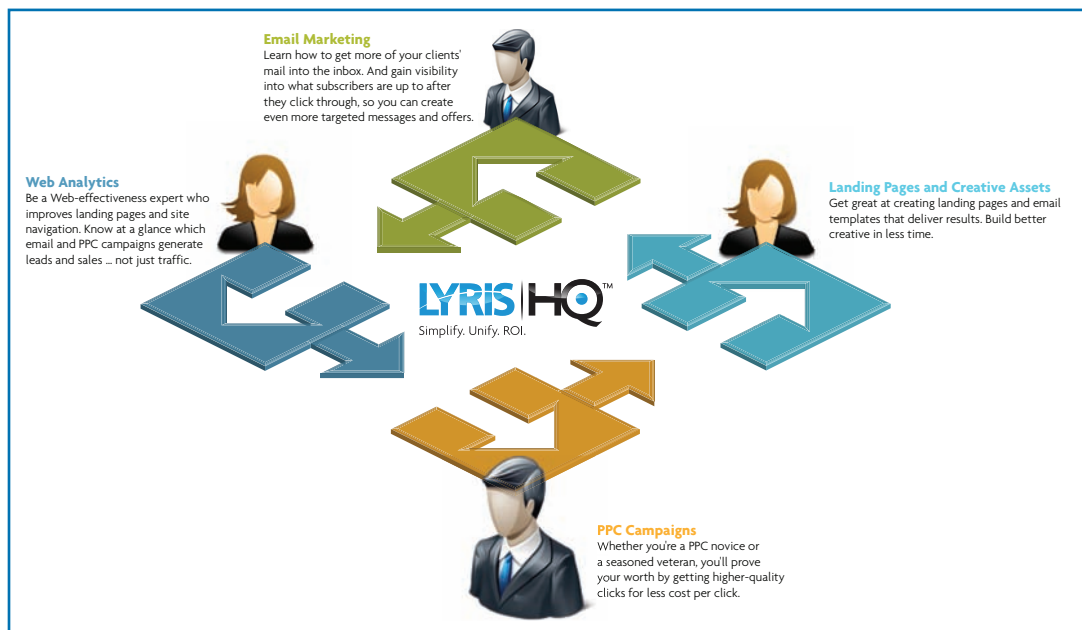
Your customers hire you for one reason and one reason only: They expect you to get better marketing results than what they can do on their own. If you don't live up to their high expectations, you risk losing their business.

So, how can you prove your value? By putting the power of integrated marketing to work on your clients' behalf. Integrated marketing combines different point applications into a single marketing ecosystem, so you save time, improve ROI and, ultimately, keep your customers happy.

Lyris HQ™ (formerly EmailLabs) is rated highest in market suitability and overall business value for small-to-midsize businesses.

- JupiterResearch E-mail Marketing Buyer's Guide, 2008

Integrated marketing makes you an all-around interactive expert



Lyris HQ helps you drive ROI and expand your business into adjacent marketing areas.

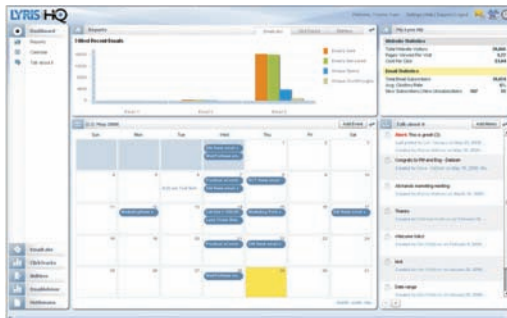
The power and flexibility you expect from standalone solutions

Lyris HQ is built from time-tested, best-of-breed solutions that earn industry accolades and the trust of numerous marketing agencies.

- **Email Marketing:** Create, send and track targeted campaigns, using segmentation, automated triggers and back-end integration. Send to millions of addresses at once.
- **Email Delivery:** Know how much mail reaches the inbox ... and what it looks like when it gets there.
- **Web Analytics:** Instantly understand visitor behavior and campaign performance with an easy-to-use, easy-to-implement solution.
- **PPC Campaign Management:** Manage all of your clients' Google and Yahoo! keywords – including ad creative – from one place.
- **Landing Pages and Creative Assets:** Use professionally designed templates to point-and-click your way to effective creative ... in minutes.

The insightful perspective on ROI that only comes from integration

Instead of wasting hours pulling together data and spreadsheets, give each client access to a real-time metrics dashboard that shows which tactics are worth their marketing spends.



See how well your tactics are working – agency-wide and by individual client.

“Lyris HQ (formerly EmailLabs) technology platform and customer-support team played an integral role in allowing us to expand our business while arming our clients with the cutting-edge technology they need to execute successful marketing campaigns.”

- Peter Scott, president, Blue Tent Marketing

A company you can trust

Now more than ever, it's important to partner with companies that are here today ... and still here tomorrow. Lyris® is proud to be that kind of company: publicly traded and financially stable. We started out as an email-marketing pioneer in 1994, and now we're the expert in numerous online-marketing disciplines. What's more, we've focused on buying and building our own best-of-breed marketing technologies. This gives us the power and flexibility to integrate and add new features at will, and gives you the convenience and peace of mind that comes from having a single vendor that you can completely rely on.