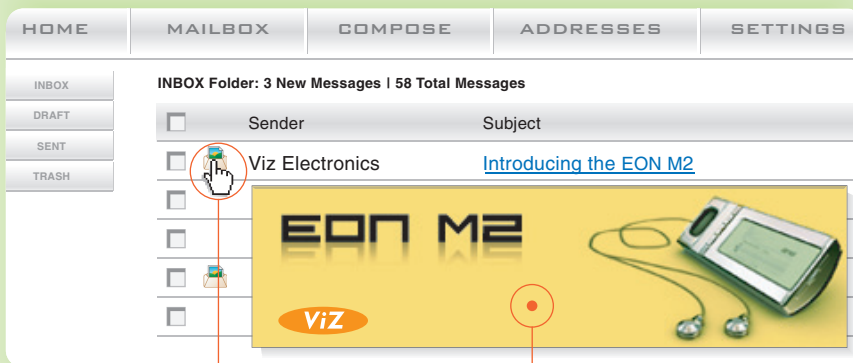


VisualSubject

Scanning through email just got easier—and a lot more interesting. With the Advenix VisualSubject graphical billboard, recipients quickly “get the message.”

The Advenix VisualSubject billboard is a 350-pixel wide by 100-pixel deep graphic that serves as a graphical complement to the email subject line. Email recipients simply mouse over the subject line or VisualSubject icon, and the billboard drops down with graphics and text. The billboard lifts the restrictions of the 10-word subject line, enabling senders to more efficiently and effectively communicate with their customers, alumni or donors.

In recent tests, VisualSubject delivered a 27% boost in click-throughs and a 41% increase in conversions.\* Advenix VisualSubject supports rich media content such as Macromedia Flash, allowing for a more engaging brand experience.



Icon indicates this is a VisualSubject-enhanced email from a trusted organization.

VisualSubject delivers imagery and rich media, enabling recipients to “get the message” quickly without guessing, clicking or scrolling.



SEE

The VisualSubject icon immediately signals that the message is from a trusted organization—retailer, nonprofit, professional association—observing permission-based email standards.



SCAN

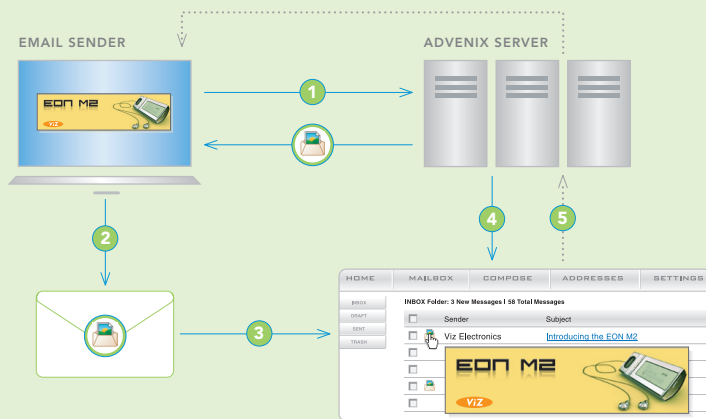
Images communicate faster than text. By simply mousing over the VisualSubject icon, recipients receive a quick drop-down billboard with graphic or rich media which quickly conveys the content of the message.



DECIDE

It takes only seconds for a reader to decide whether to open or discard an email. VisualSubject gives the recipient the information to make a more informed decision.

\*Test results based on an A/B test of 5.6 million emails. For more information on test results, see Fact Sheet posted at <http://www.advenix.com/results>.



## How VisualSubject Works

Advenix uses strict authentication mechanisms to ensure only authorized, permission-based messages use VisualSubject.

### 1 Creative Development and Deployment

The Advenix VisualSubject drop-down billboard is created along with the email campaign. The graphic billboard is then uploaded to Advenix using Advenix's Web-based Campaign Manager. A unique identifier is then generated for the campaign.

### 2 Append and Mail

The marketer or email service provider appends the email message with Advenix VisualSubject identifiers and distributes the email.

### 3 The Inbox

Email recipients log into a Webmail account at a portal or ISP enabled with Advenix's VisualSubject technology. Emails with VisualSubject appear with a special icon adjacent to the subject line.

### 4 The VisualSubject Billboard

When the recipient moves his/her cursor over the icon, the graphical billboard is retrieved from an Advenix server and displayed. The recipient can then quickly decide whether to open and pursue the message or delete it. The billboard immediately disappears when the cursor is moved away.

### 5 Reporting

Senders quickly see what is working. Are recipients opening the message or deleting? Advenix's Campaign Dashboard reports on the number of times the graphical billboard has been retrieved, displayed and clicked on.

## The VisualSubject Advantage

VisualSubject

### OFFERS A BETTER EXPERIENCE

Advenix VisualSubject lets organizations deliver visual imagery in the subject line, allowing target recipients to quickly understand the message without having to open it. VisualSubject's support of rich media makes your message more compelling and improves the reader's experience.

### DELIVERS RESULTS

In recent tests, VisualSubject delivered a 27% boost in click-throughs and 41% increase in conversions.\*

### CONVEYS TRUST

Because VisualSubject is only available for permission-based emails, the VisualSubject mark signifies it is a trusted message.

### PLAYS RESPONSIBLY

VisualSubject is designed to be unobtrusive. The billboard is only displayed when the mouse cursor is paused briefly over the VisualSubject icon or the subject line. The billboard automatically rolls back up when the cursor is moved away.

\*Test results based on an A/B test of 5.6 million emails. For more information on test results, see Fact Sheet posted at <http://www.advenix.com/results>.

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To learn more about Advenix VisualSubject, check out an online demo at <http://www.advenix.com/visualsubject> or call 408.907.3701.