

Email Marketing Automation Solution

QUICK FACTS


Here is a list of quick facts that you should be aware of while using LeadPro Email Marketing Automation solution. In order to be compliant with CAN SPAM regulations and increase the email deliverability rate (which in turn will increase the ROI on your email marketing communications), it is essential that everyone understands and follows these fundamental facts.

Please feel free to email us at [Support at AnaghaGroup.Com](mailto:Support@AnaghaGroup.Com) or give us a call if you need any other information in this regard.

1	We don't provide, rent, lease or sell Email addresses, Lists or Contacts.
2	Use your own, permission (opt-in) based email addresses or subscription lists. Do not use rented, bought or harvested email addresses for your email marketing using LeadPro.
3	Usage of Email IDs without the respective owners' permission, importing from old / aged lists, complaints from recipients will lead to the immediate termination of LeadPro subscription.
4	Email Marketing Pricing includes Sign-up forms (with CAPTCHA security feature), Lists and Image Library maintenance, Image Hosting, HTML Email templates (standard samples), Drip Emails, Campaign definition and Email Delivery and Metrics Tracking services. No hidden fees; no surprises.
5	Use your own "From Name" in emails sent to the contacts. It can be customized for each Campaign.
6	Customize Opt-in, Double Opt-in, Unsubscribe (Quick Opt-out) and Forward to Friend forms to your tastes

	and brand requirements.
7	No need for buying software or special hardware to use LeadPro system. It is provided as a web hosted solution (On Demand or SaaS Model).
8	Analytic Reports (with graphical representation) can be obtained for a specific campaign or multiple campaigns can be combined and viewed (i.e. cross campaign reporting).
9	Easy to interpret graphical data representation for all important metrics reports. The data can be imported to your computer in Excel format for further analysis.
10	Create your own Custom HTML Templates using LeadPro WYSIWYG editor or import from other external sources.
11	When copying text from Microsoft office documents such as Word, please use the "Copy from Word" feature of the HTML Editor.
12	All Emails sent through the system will include an Unsubscribe link automatically inserted by the system, and can't be deleted.
13	Prompt Service: Email (preferred mode), on-line service portal or telephone.
14	We provide additional services such as creating your custom email templates, custom landing pages, integration with your enterprise systems, 3 rd party CRM systems, or Web Analytics services, and specific reporting requirements at additional charges (on T&M basis).
15	Online Surveys and Lead Management modules are

	available in an integrated fashion.
16	Online Survey modules is generally included as part of the Email Marketing solution.
17	Pricing for Survey Module is based on number of Survey Responses, unless otherwise agreed.
18	Lead Capture, Distribution, Tracking and Management functions are optional and available only at additional cost. Pricing varies based on Lead volume and Number of application users.

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Email Marketing <> Lead Distribution, Tracking and Management <> Online Surveys