

Hello,

Welcome to the Winter edition of Newsnet's Newsletter. This Quarter we have been busy trying to improve our technology & service, you may have already noticed the improvements. Newsnet is striving to provide a faster and more reliable platform, with all the features that you want and need.

In this issue we will cover a new service that Newsnet will be offering. The recent improvements and what is also on the agenda for upcoming improvements.

## Have you considered video-in-email?



video-in-email is a totally unique form of email marketing that combines compressed video / TV footage in an email with instant direct response mechanisms to your web site, contact details, or even to buy your product or service.

### Why use video-in-email?

video-in-email is engaging, simple and easy to use. It drives a dramatic improvement in participation rates ensuring your marketing message is delivered to the target audience. The extensive reporting capability will enable you to show the investment return and help craft & refine new campaigns.

It enables organisations to utilise creative content normally available for television advertising, to now include the high impact content in email marketing campaigns.

Click through rates are dramatically improved, with more traffic driven to your web site to further improve the ROI and create the possibility of capturing new clients and up-sell to new products or services.

### How does video-in-email work?

Creative Content is incorporated into an interactive campaign where the recipient is engaged with your message.

The file sizes are so small they get through most spam filters and firewalls and work on the majority of email platforms.

The intelligent player which monitors bandwidth and sends accordingly so there are no stoppages or buffering. The recipient has no plugs-ins or attachments to download, so the campaign is streamed seamlessly into your recipients' inbox.

As a new distributor of video-in-email we are offering special pricing for programmes implemented before September so please contact the Newsnet team to ensure your next marketing message is seen by more & more potential customers.



### Tourism WA

"Our results from our recent **Red Bull Air race campaign** were remarkable..

To test the effects of streaming video in email we ran a control group test on our largest email databases. Results increased from 12.76% to 27.64% and interaction rates more than trebled" -

**Mark Welker Digital  
Production Manager**

### Rugby WA

"We used video-in-email in our Western Force Membership Drive. We sent it out to a list of 7,000 who had attended a rugby match with forward to a friend option. It was seen by over 16,500 people and we got 2,000 new memberships! On top of that it was shown on Network 10News and posted on other News Digital sites" -

**Colin Richardson , Brand  
Manager.**



## Recent Improvements

### Newsnet Self Serve Interface:

On the 1st July 09, Newsnet launched the New look Self Serve Web Portal. When you sign into your account through [www.newsnet.com.au](http://www.newsnet.com.au) you will see considerable cosmetic changes to enhance the look and feel.

New icons have replaced the old ones to give a more refined, cleaner look designed to enhance the ease of use. All the usual functionality is still there and some new functionality changes have also been implemented. Some aren't as visible however the site is uncluttered, more intuitive and faster especially when loading pages.

New animated status symbols will allow you to see when your job is sending, waiting and when it has completed.



### Outbox

	Status	Recipient	Subject
<input type="checkbox"/>		<a href="#">FAX</a>	
<input type="checkbox"/>		<a href="#">SMTP</a>	
<input type="checkbox"/>		<a href="#">SMS</a>	

For more information please download the new look 'Web Access Guide' by logging into your Newsnet account and clicking on the Help Section. We'd love to hear any feedback you might have on the new look, so drop us a line at [customersupport@newsnet.com.au](mailto:customersupport@newsnet.com.au).

### Mail Merge:

Newsnet has now developed a new mail merge platform. Using mail merge allows you to personalise your campaigns for a more effective message to your target audience, which promises to capture the recipients attention and generate a higher response rate.

The new mail merge platform has been completely rewritten from the ground up to encapsulate the latest technology and to merge documents up to 8 x faster than the previous mail merge platform.

This platform is more reliable and now supports .docx & .xlsx files. You have the ability to merge both fax documents and SMS messages for a much more individualised campaign, which can be ideal for debt collections, notices, and targeted marketing.

This new service is currently available to our API & Managed customers, but will soon be available to use from the Web Portal. If you would like any more information on the New Mail Merge service, please don't hesitate to contact us.

### Next issue...

We'll be letting you know about more of our scheduled improvements and have information on more of Newsnet's services, so if you have any suggestions, please send them to: [customersupport@newsnet.com.au](mailto:customersupport@newsnet.com.au), we look forward to receiving your responses. For more information about our products and services please visit [www.newsnet.com.au](http://www.newsnet.com.au)

Have a great day!

Best Regards,

Newsnet Operations Team