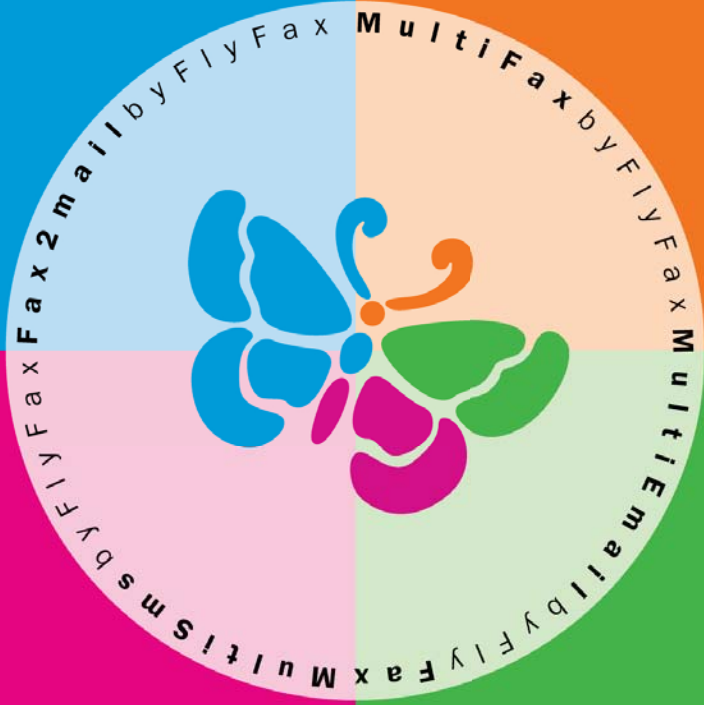


MultiFax byFlyFax

MultiEmail byFlyFax



Fax2mail byFlyFax

MultiSms byFlyFax

E-mail marketing in recent years has become the world's most-used promotional tool. The reason for this success is associated primarily with the enormous pool of potential customers and low cost per contact. But what has made this tool such a success may be a factor for failure on the part of those using it incorrectly or not relying on industry professionals.

Why choose a professional service provider to do E-mail Marketing?

There are critical issues involved in e-mail marketing that influence the success of a campaign.

- Database quality: it is highly important that the list of e-mail addresses to be contacted is constantly updated and contains addresses for customers who explicitly consented to receiving e-mail communications.
- Message-creation rules: it is necessary to know that there are rules on message formatting, on the number of words to be placed in the subject line, on the contents that must capture the reader's attention and hold it to the end of the message, on sending times and frequencies. Not knowing – or, worse yet – not applying these rules can be harmful in terms of a campaign's performance (reading rates, clicks, etc.).
- Message delivery: how many e-mails actually get to the recipient's inbox?
Antispam filters are highly selective and often block legitimate e-mails, i.e., those sent to users who consented to receive them. Specific technical solutions must be adopted to increase the e-mail delivery rate; for example, assessing the sending server's reputation, keeping the address list clean, analysing message content.

FlyFax provides its services to the most important and representative companies in the tourist and business-services industries. Hundreds of companies have chosen FlyFax for sending their newsletters, special offers and circulars quickly to a large number of recipients, at very limited costs.



MultiFax^{byFlyFax}

This service was created to meet the needs of companies looking for an effective solution for quickly communicating by fax to a large number of real or potential clients.

Multi-Fax is the best way to enhance the company's marketing communication with the certainty that your communication has been received.

The Multi-Fax system offers a potential yield (feedback contacts received from interested parties) much higher on average than other similar mass-marketing tools and with better cost containment.

With some 1,500 dedicated phone lines, FlyFax today is the largest fax service provider in Italy. Our fax servers are connected by optical fiber to the exchanges of the top telephone operators and can handle more than 1,000,000 pages per day.

A database with hundreds of thousands of companies, fully compliant with current privacy legislation, is included in the cost of the service, which involves no fees, activation charges or minimums to be met.

You are billed only for messages successfully delivered to the recipient; any transmission error is not counted.

The service is accessible 24 hours a day and 7 days a week via a dedicated Web portal, or via operator from Monday through Friday, 9:00 a.m. to 7:00 p.m.

A solution that is completely manageable and customisable to meet your specific needs:

- does not tie up in-house resources and hence zeroes out the relative costs
- allows monitoring of every aspect of the marketing campaign
- no need for specific technical skills since the service is completely managed for you.



The Fax2mail service, designed and created for the first time by our company in the tourism industry, is the result of a continuing demand on the part of travel agencies to be able to receive fax communications from tour operators in a way that would allow them to save the fixed costs for the fax line, operation of the fax machine, purchasing toner and paper, and the organisation required for filing the faxes received. FlyFax has signed an agreement with its telephony operators to be able to activate, at a greatly reduced cost, new uncoded fax lines (non-VOIP) that can then be assigned to our clients in real time.

The new numbering is activated upon request in a few minutes, and the client can immediately use the service.

The service can be used wherever there is an active Internet connection (portable PC, PDA, Blackberry, etc.)

Service features:

- preview of the fax in the body of the e-mail with no need to open the attached PDF
- traditional RTG national fixed network line (avoiding reception problems on VOIP lines)
- no work required in your offices
- immediate activation
- telephone line always free
- no limit on faxes received
- no documents ever lost again
- no renewal obligation
- if the current fax line is on the Fastweb network, you can keep your own number
- we take care of reporting any number change to tour operators and their suppliers.



SMS Marketing is an advertising tool for reaching a company's reference market by sending messages that customers and users cannot ignore and which are generally received favourably.

SMS technology can create an innovative marketing relationship between the company and its customers or sales network. The result is discreet, fast, effective communication that does not tie up the recipient's PC or telephone. From the client's perspective, in fact, SMS is not invasive, and the advantage of SMS – currently comparable only to faxes – is the certainty that the message will be read. Who doesn't read an SMS before deleting it?

Using real-time reporting tools (live statistics), not only can you be certain the message was sent successfully but you can also find out which addressees are no longer reachable. Unlike faxes and e-mails, SMS are not the right tool for reaching potential new customers but are the ideal tool for communicating with those already acquired, or for economical, immediate and easy communications with your own sales network or for order tracking. For customers and the sales network, sending SMS is not only profitable but is often requested by them. For example, reminding a departing passenger of his flight times and documents to bring along is a very small burden for the trip organiser but will certainly be remembered by the customer as an attentive and courteous gesture.

These are the main reasons that have led FlyFax to create a multiplatform gateway system that requires no software to use. In addition, with sending by Web and the online directory, it can be used from any terminal, in any geographic location, so long as there is an Internet connection.

The service is obtained by direct connections with Italian mobile telephony operators; this makes it possible to deliver messages to the recipient's mobile terminal within a few seconds of sending. SMS sent in this way will be marked by a telephone number or by the sender's name, which can be personalised at will. Wap/Push messages can be sent, making it possible to redirect the recipient's cell phone to a URL (Web page, multimedia content, etc.).

The transmission service is active 24 hours a day, 7 days a week, via the Web portal: use of the portal for independently managing transmissions is included in the cost of the service.



