

Retarus
WebExpress

Fast Facts

Email, fax and SMS
In a single platform

Professional transmission
Secure and dependable

Intuitive operation
Mailshots in two minutes

Detailed reporting
Maximum transparency

Retarus WebExpress

As marketing professionals are well aware, targeted personalized messaging delivered via the recipients preferred communication method, generates **maximum results**. According to a study conducted by the Aberdeen Group, the organizations that personalize their messages will increase customer orders by 57 percent. With Retarus WebExpress you can reach your target groups in the blink of an eye, addressing them personally and across multiple messaging channels including email, fax and SMS. The Retarus WebExpress service provides an intuitive web interface that allows you to create and personalize campaigns within two minutes – **precisely and reliably**. The professional transmission functions and the centralized administration ensure optimal targeting, direct control of results, and the **highest response rates**.

How it works



The facts speak for themselves

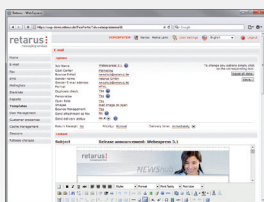
Highest response rates and optimal targeting

Superior transmission quality with the Retarus Global Messaging Platform

Multiple language support: English, French, German, Italian, Spanish

Subscription Management with Double Opt In and Opt Out

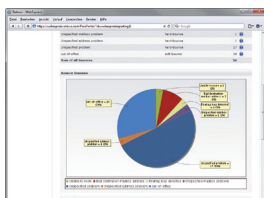
Integration into your applications via API



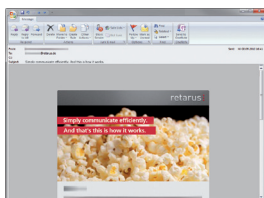
You can manage email, fax and SMS campaigns with no HTML training



Informative statistics to track success



Optimized communications with comprehensive reporting



Embed images directly into your email to present your corporate identity

Fast delivery

With Retarus WebExpress you can send out emails, faxes and SMS messages with a few clicks of the mouse. Reach your recipients exactly how they want to be reached – online, on their fax machines or on their mobile phones. Keep your contacts up to date in a single distribution list. Even emails containing large attachments are guaranteed to be delivered reliably and quickly via the Retarus infrastructure – regardless of the number of recipients.

Direct targeting

According to Gartner, the leading market research company, maximum exposure can only be achieved by customizing messages to suit your recipients. With Retarus WebExpress you can personalize emails, faxes and SMS messages very quickly. Personalized details can be added to the text, the subject line, the address field or response elements, ensuring the message is tailored where you need it.

Email and fax in a single transmission

Some of your recipients may prefer to receive email messages, while others prefer fax. Composing and sending two separate campaigns is a time-consuming process. With Retarus WebExpress you can send a message to email and fax recipients in a single transmission. A host of mode specific options are available: for instance, you can increase the deliverability of your emails by utilizing the integrated spam test. In addition, all standard file formats are available to initiate your fax transmission – and because this service is provided by Retarus, you can expect the highest level of quality.

SMS – simple, effective mobile communication

WebExpress ensures rapid transmission of SMS messages to mobile devices. Reach your recipients any place, any time, with personalization. Retarus WebExpress is ideal for short messages and supports confirmations of receipt, flash SMS and messages that exceed the normal character limit. Retarus is a global communications provider and supports international character sets for communication in all languages.

Detailed reports – maximum transparency

With Retarus WebExpress you can quickly and comprehensively analyze the effectiveness of your campaign. Each campaign is accompanied by real time reporting, providing delivery and tracking details for all messaging modes. As part of our enhanced reporting for email, you have instant access to Link Tracking, Open Rate and Bounce Management. Retarus WebExpress is ideally suited for direct marketing campaigns for the distribution of press releases and for company communications.

The advantages for you

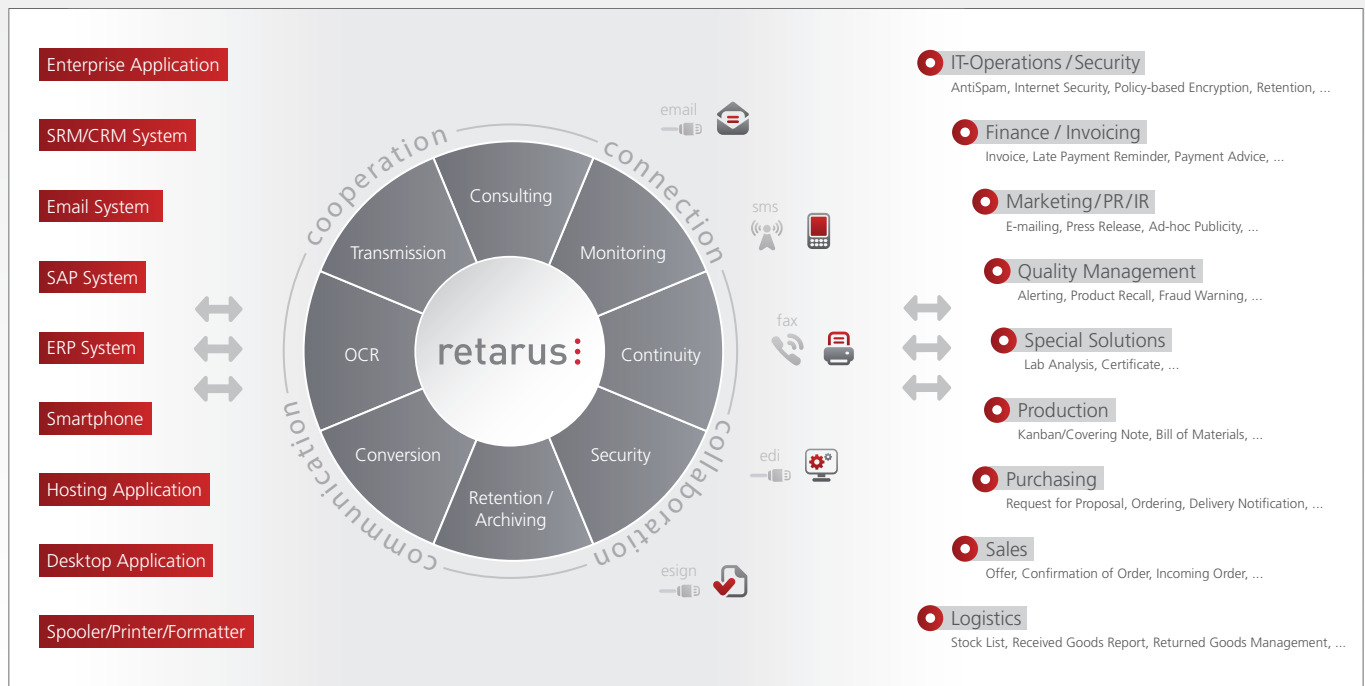
Email, fax and SMS campaigns from a single distribution list

Transmission of campaigns in under two minutes

Personalization across all delivery modes

Comprehensive reporting provides maximum transparency

Increased productivity with centralized management of distribution lists and templates



Why Retarus

Efficient business processes and reliable electronic communications are among the pivotal factors for success in any company or organization. As a global provider of professional messaging services, we develop innovative market-leading products and solutions for electronic corporate communications for the automation and optimization of business processes. Since 1992, our Managed Services have been providing a superior level of security, performance and transparency which is unique to the market.

Quality & Innovation

At Retarus, our success has been built on the high quality of our services and the expertise of our employees. We focus on skills and competencies, striving to be the best at everything we do. We conduct research on the latest trends and continue to develop and expand innovative, cutting-edge services which offer the greatest benefits to our clients. To date, more than 3,500 companies rely on Retarus Messaging Services for their everyday business communications.

Customer Focus & Transparency

From the personal approach used by our Support and Sales & Marketing teams to the project-related customization of our services, our primary focus is always the customer and the solution. We keep the customer up to date at all times with regards to innovations and upgrades, both during and after implementation. We provide comprehensive and highly reliable reporting and billing, which allows us to provide a level of process transparency that is unique in the market, creating trust while ensuring a high degree of customer satisfaction.

retarus Ltd.
35 New Broad Street
London EC2M 1NH
Phone +44 (0) 20 7573 2332
Fax +44 (0) 20 7573 2331

retarus, Inc.
US Headquarters
80 Broad Street
New York, NY 10004
Phone +1 212 504 2978
Fax +1 212 837 7792

retarus GmbH
Global Headquarters
Aschauer Straße 30
81549 Munich
Phone +49 89 5528-0
Fax +49 89 5528-1919

retarus Australia Pty Ltd
Toll-free 1800 602 920
Phone +61 (2) 9959 1931

retarus Dubai
Phone +9714 304 2634

retarus Singapore
Phone +65 6549 7244

info@retarus.com
www.retarus.com