



# e-Reach Email Marketing

## Key Features:

- Best-in-class permission-based solution targeted to the lodging industry
- Fully-customizable lodging industry templates for multiple occasions
- Templates contain customizable content and ideas for special offers
- Self-service model enables hotels to schedule and manage campaigns
- Milestone managed model available for those wanting to outsource their campaigns
- Advanced features for personalized messages based on click-through patterns
- Integration with booking engine and survey modules
- Complete reporting on Return on Investment for campaigns

Milestone Internet Marketing, Inc. is a full-service internet marketing company for the travel and hospitality industry. We provide comprehensive solutions for developing powerful internet presence and driving revenue on the internet. Our state-of-the-art email marketing solutions are customized for the lodging industry and provide several advanced features.

Milestone's innovative email marketing service - e-Reach™, helps you effectively communicate with your customers and build loyal relationships. The application offers beautifully designed, lodging specific templates with customizable content.

## Best-in-class Technology

Milestone's e-Reach system is based on state-of-the-art technology. The core engine meets the latest industry regulations and helps deliver emails to the consumer's inbox. This innovative tool is capable of targeting campaigns to each individual based on their click-through pattern.

## Targeted to Lodging Industry

Milestone's e-Reach system offers high quality designs targeted for the lodging industry. The system is loaded with several examples of content and designs for marketing the lodging industry to consumers. Each template also comes with content and ideas regarding specials that can be offered.

## Flexible Models

Milestone is the first in the lodging industry to offer a self-service option to its clients, where clients can send out email campaigns on their own within minutes. The system is extremely easy to use and no special knowledge of HTML coding is needed. Milestone also offers a managed model where we manage the entire campaign for you.

## Complete Tracking

Email campaign reports include pictorial and report format views of how many people opened your emails, bounce-backs, unsubscribes, and people who clicked on each link, etc., that show you the effectiveness of your campaign as well as enables you to target specific promotions to individuals based on click-through patterns.

