



EXACTTARGET. DIFFERENTIATED.

**DEFINING
THE
DIFFERENCE**

As the leading provider of on-demand software that powers permission-based email marketing and emerging communications technologies, ExactTarget is at the forefront of the interactive marketing revolution. Learn how we use powerful technology, flexible solutions, and experienced people to consistently deliver exceptional results.

ExactTarget®



DID YOU KNOW?

ExactTarget helps organizations of all types and sizes optimize their marketing communications with tools that deliver the right message to the right person at the right time through the right medium—whether through email marketing or other emerging one-to-one technologies.

WHY EXACTTARGET?

COMPANY STRENGTH AND FOCUS

Since 2000, ExactTarget has delivered email marketing success to over 8,000 organizations around the world. Clients like The Home Depot, Papa John's, CareerBuilder.com, and countless others rely on ExactTarget's integrated communications and data management platform to increase sales, optimize marketing investments, and strengthen relationships.

But don't just take our word for it. Others have recognized ExactTarget for our sound business acumen and thought leadership. Recent awards and honors include:

- B-to-B Magazine's Who's Who in B-to-B: Scott Dorsey — 2009, 2008, 2007
- American Business Awards Finalist, Fastest Growing Company of the Year — 2009, 2008
- ClickZ Marketing Excellence Award, Best Email Marketing Tool — 2009
- Microsoft Worldwide Partner Conference Awards Finalist, Development Partner of the Year — 2009
- Inc. 5000 Fastest Growing Private Companies — 2009, 2008, 2007, 2006
- Deloitte Technology Fast 500 — 2009, 2007, 2006

SUBSCRIBERS RULE! AND PERMISSION PHILOSOPHY. At ExactTarget, we believe it is the duty of every Email Service Provider (ESP) to help marketers deliver permission-based email and digital one-to-one communications to their customers, prospects, and partners. We do not sell or rent lists, and we discourage our clients from doing so. We hate spam as much as consumers do, and we work every day to help our clients embrace best practices that respect subscribers' rights.

To better convey what we feel is our best-in-class approach, we have developed our SUBSCRIBERS RULE! philosophy which consists of three simple tenets:

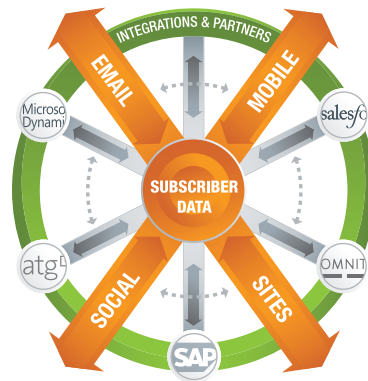
- SERVE the individual
- HONOR each individual's unique preferences with regard to communication, content, frequency, and channel
- DELIVER subscribers timely, relevant content that improves their lives

We not only embrace the reality that subscribers own the inbox, but we also work diligently to develop products that provide consumers control over the manner and frequency by which companies communicate with them. By helping clients pursue more strategic segmentation and personalization efforts, we help them better deliver on the true promise of one-to-one communications—the right message, to the right person, at the right time, through the right channel.

OPEN INTERACTIVE PLATFORM

MULTIPLE MESSAGING CHANNELS. The marketing world is changing—and at record pace. In the past, email marketing dominated the permission marketing channel. In today's world of rapidly-evolving digital communication, SMS and recorded voice, and integrated online experiences have also emerged as viable permission marketing channels for delivering highly relevant messages to consumers

and prospects. ExactTarget's Integrated One-to-One Platform lets marketers create, deliver, and track highly-personalized communications across today's most popular digital media channels—Email, Mobile, Social, Sites—from the convenience of a single interface.



FLEXIBILITY. UNITY. CONTROL.

OPEN STANDARDS AND ARCHITECTURE. Our open architecture allows the world's most sophisticated marketers to integrate the ExactTarget platform to virtually any other application or source of data, empowering them to deliver the right message to the right person at the right time through the right channel. Whether it's creating a closed-loop lead nurturing program with prospect information, leveraging online behavior to drive advanced targeting, or aggregating data from across the organization for advanced analytics, ExactTarget is designed to be the hub of a fully integrated one-to-one platform.

INTEGRATED PARTNERSHIPS. Industry leading research shows that integrating sales and marketing technologies can help organizations deliver more relevant communications—and improve their return on marketing investment. The key to a seamless application integration is ExactTarget Integrated. Using our flexible APIs to integrate our application with other best-of-breed technologies, ExactTarget offers a suite of integrated solutions for your needs. From customer relationship management (CRM) tools (e.g. Salesforce.com and Microsoft Dynamics CRM) to web analytics applications (e.g. Omniture, WebTrends,

Coremetrics, and Google Analytics), we've partnered with the leaders and done the difficult integration work so you don't have to.

EXACTTARGET EMBEDDED. For software developers—including Independent Software Vendors (ISVs), Corporate Developers, Agencies, and Value-Added Resellers—who are looking for the best-of-breed messaging platform to integrate into their own business application, ExactTarget Embedded is an integrated one-to-one messaging platform available as a set of web services to developers to incorporate inside their application. Our technology is also backed by a team of seasoned development and integration specialists who will work with you as you embed ExactTarget web services into your application.

TRUSTED INFRASTRUCTURE

For marketers who recognize the strategic importance of email, ExactTarget's Infrastructure and Architecture offers high availability, massive scale, and world-class security. Unlike other vendors, ExactTarget has made significant financial investments in our infrastructure and architecture to ensure our software is available, performant, and reliable. The result is that we can manage all your business processes simultaneously and greatly minimize the risk of interruption.

“We faced the daunting tasks of developing software to meet the advanced email marketing needs of the market, including building an environment to manage email's high transaction load to hiring expert talent to manage email regulatory compliance, deliverability, and best practices.

Rather than bear that cost, we elected to leverage ExactTarget Embedded in our DonorDrive™ application for non-profits. This decision gave us access to a world-class email system and human expertise for a fraction of the cost it would have taken to do in-house.”

— PAUL GHIZ, CO-FOUNDER, GLOBAL CLOUD

ExactTarget Embedded Partner

With ExactTarget, you can:

- Send to millions of subscribers
- Trigger individual messages within milliseconds
- Import millions of subscriber records
- View real-time statistics on running interactions
- Export large volumes of tracking data

HIGH AVAILABILITY. Your data and communications platform should be available when you need it—plain and simple. With multiple data centers and redundant storing of backup data, our system protects against potential disruptions and ensures that you can access the application and your data when you need to.

MASSIVE SCALE. At ExactTarget, the future is now. We build and grow our application to meet the growing demands of our customers not only today, but in anticipation of the future. With load-balanced clustered servers, concurrent MTAs, and automated new server additions, ExactTarget delivers consistent, timely processing of transactions no matter what the volume.

WORLD CLASS SECURITY. We protect our customers' data. It's that simple. Our security extends not only to application security, but also physical, network, and data securities as well. With a dedicated security committee and constant monitoring of security best practices and advancements, ExactTarget keeps your data safe.

AN APPLICATION THAT SCALES

The ExactTarget application is built to scale as our client's sophistication increases. Our tools address the fundamental needs of all marketers—to create, deliver, and track personalized messages. However, as marketers evolve their programs to include advanced targeting techniques, automated messaging, emerging digital technologies, and deeper analysis, they can rest assured that the ExactTarget application has the tools and resources to meet their needs.

EDITIONS. Can one on-demand application meet the needs of marketers everywhere? Yes—if it is designed correctly. Built on our robust Integrated Platform, the ExactTarget Application is available in

THE MAGIC HAPPENS BEHIND THE SCENES.

While infrastructure and architecture may not be glamorous, they're at the very heart of who we are as a software provider. We take as much pride and invest as many resources in what you don't see as what you do.

five editions to meet your unique business needs: Core, Advanced, Enterprise, Reseller, and Embedded. We've packaged our features so you can find an edition that fits your needs and budget, regardless of the size of your organization or the sophistication of your messaging programs.

SOLUTIONS. We understand that your messaging campaigns are critical to your business success. We also know that it takes powerful technology and flexible solutions to consistently deliver exceptional results. Most importantly, we know that you have unique business needs. Whether you're frustrated with abandoned shopping carts or plagued with lead nurturing programs, loyalty programs, or transactional emails that aren't delivering results, we have a solution for you.

3SIXTY. 3sixty, ExactTarget's online community of users, inspires customers by connecting them to a community of application users as well as a plethora of resources in the form of on-demand solution demonstrations, training tutorials, and whitepaper and documentation downloads. Members can forge direct relationships with other members, participate in larger topic-based groups, join in discussion forums, share new product and service ideas, and much, much more. Through ExactTarget 3sixty, our customers build industry knowledge, individual 1:1 marketing skills, and relationships that extend beyond ExactTarget resources.

ExactTarget
3Sixty

INNOVATIONS LAB. The Innovations Lab is where customers and prospects get access to the latest and greatest capabilities that ExactTarget has to offer. By working collaboratively with our clients, we are able to continually improve on the products and services that we offer. Whether it's adding enhancements to the existing features that we provide, developing new and unique use cases for email or other forms of mobile communications, or pioneering groundbreaking innovations like email content that renders dynamically when it's open instead of when it's sent, we're pushing the boundaries of communications technology possibilities at ExactTarget.

For more information on ExactTarget products and services, please contact:

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