

## Express Email Marketing™

Express Email Marketing™ is an online service that helps you connect with your customers, members and contacts through permission-based email marketing. Express Email Marketing helps you build and maintain a 100% permission-based subscriber list, nurture customer relationships, and grow your business through the scheduled delivery of email newsletters, announcements, promotions, surveys, and other targeted email campaigns.

Express Email Marketing plans are currently available with a varying number of emails per/year, depending on the plan. After you have purchased and set up an Express Email Marketing plan, you may choose to add additional emails per/year to your account.

### Set Up Account

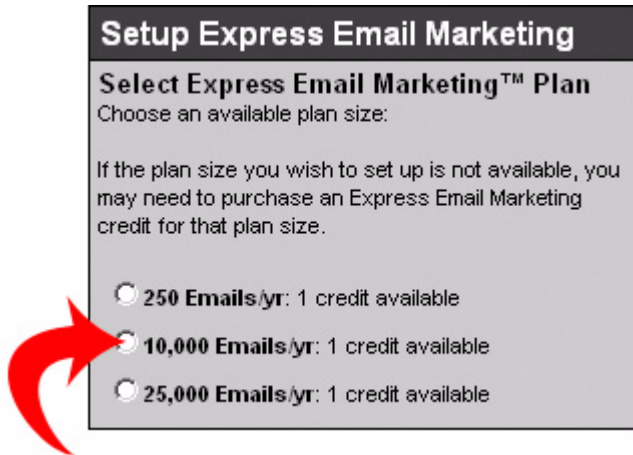
Once you have purchased one or more Express Email Marketing credits, you may log in to the Account Manager to set up your account and begin building your email campaign.

#### To set up Express Email Marketing:

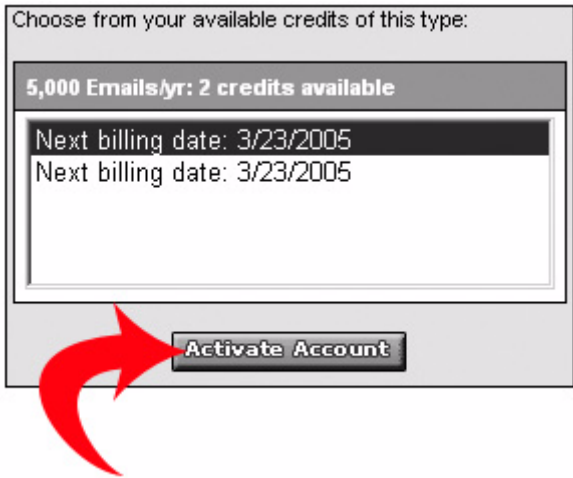
1. Select Express Email Marketing from under the *Other Stuff* drop-down menu or from the *Other Stuff* list on the Account Manager Welcome page.
2. Click **Setup New Account**.



3. Select the radio button next to the Express Email Marketing plan size you would like to set up. Note: Only the plan sizes for which you have available credits are listed. If you would like to set up a plan size other than those listed, you will need to purchase a credit for that plan size.



- Select the billing date for the Express Email Marketing credit you want to use, and then click **Activate Account**.



- The *Express Email Marketing End-User License Agreement* opens in a new browser window. Read the license agreement and click **Accept** at the bottom of the page to proceed to the *Getting Started* screen.
- The *Getting Started* screen will help you through the set up process. If you have any questions during this process please use the Help and Support links on the bottom left of the Express Email Marketing interface.

## Account Details

Express Email Marketing tracks your account details regarding monthly usage. You may access the details for an Express Email Marketing account by clicking the account name listed under *Company Name* for the account you wish to access.

**EXPRESS EMAIL MARKETING™**

Available Express Email Marketing™ Credits: (Emails/yr)      [Setup New Account](#)  
 250: 1 5,000: 0 10,000: 1 25,000: 1      Total Credits: 3

<input type="checkbox"/>	Company Name	Emails/yr	Emails Used	Days Left	
<input type="checkbox"/>	<a href="#">Testing Account</a>	10,000	0 <small>UPGRADE NOW!</small>	41	<a href="#">Open Express Email Marketing</a>
<input type="checkbox"/>	<a href="#">New Account</a>	25,000	0 <small>UPGRADE NOW!</small>	33	<a href="#">Open Express Email Marketing</a>
<input type="checkbox"/>	<a href="#">New Account</a>	5,000	0 <small>UPGRADE NOW!</small>	103	<a href="#">Open Express Email Marketing</a>

The Account details pane displays information regarding your usage for the selected account and also lists your next billing date.

**Account Details**

**Express Email Marketing™ Account Details**

**Company Name:** [Testing Account](#)  
**Current Quota:** 10,000  
**Emails Scheduled this Cycle:** 0  
**Emails Sent this Cycle:** 0  
**Days Left in this Cycle:** 41

**Total Scheduled Campaigns (all future):** 0  
**Total Campaigns Sent:** 0

**Next Billing date:** 2/13/2005

## Change Account

Business is not always predictable. You may determine later that you need a larger or smaller Express Email Marketing plan to suit your needs. You may change your Express Email Marketing plan by upgrading or downgrading (when applicable) your Express Email Marketing plan should you find that you need to.

To Change your Express Email Marketing plan:

1. Select the Express Email Marketing plan that you wish to change (upgrade or downgrade) by clicking the checkbox next to the company name.

**EXPRESS EMAIL MARKETING™**

Available Express Email Marketing™ Credits: (Emails/yr) [Setup New Account](#)  
250: 1 5,000: 0 10,000: 1 25,000: 1 [Total Credits: 3](#)

[Change Account](#) [Cancel Account](#) [Add More Emails](#)

<input type="checkbox"/>	Company Name	Emails/yr	Emails Used	Days Left	
<input checked="" type="checkbox"/>	<a href="#">Testing Account</a>	10,000	0 UPGRADE NOW!	41	<a href="#">Open Express Email Marketing</a>
<input type="checkbox"/>	<a href="#">New Account</a>	25,000	0 UPGRADE NOW!	33	<a href="#">Open Express Email Marketing</a>
<input type="checkbox"/>	<a href="#">New Account</a>	5,000	0 UPGRADE NOW!	103	<a href="#">Open Express Email Marketing</a>

2. Click the **Change Account** button.

**EXPRESS EMAIL MARKETING™**

Available Express Email Marketing™ Credits: (Emails/yr)      [Setup New Account](#)  
250: 1 5,000: 0 10,000: 1 25,000: 1      Total Credits: 3

**Change Account**      **Cancel Account**      **Add More Emails**

<input type="checkbox"/>	Company Name	Emails/yr	Emails Used	Days Left	
<input checked="" type="checkbox"/>	<a href="#">Testing Account</a>	10,000	0 <a href="#">UPGRADE NOW!</a>	41	<a href="#">Open Express Email Marketing</a>
<input type="checkbox"/>	<a href="#">New Account</a>	25,000	0 <a href="#">UPGRADE NOW!</a>	33	<a href="#">Open Express Email Marketing</a>
<input type="checkbox"/>	<a href="#">New Account</a>	5,000	0 <a href="#">UPGRADE NOW!</a>	103	<a href="#">Open Express Email Marketing</a>

3. Select the plan size you would like to change to from the drop-down list.

**Change Account**

**Change Plan**  
Choose the plan size you would like to change to:  
(You may upgrade or downgrade your plan.)

-- Select Plan --

- Select Plan --
- 250 Emails/yr
- 5000 Emails/yr
- 10000 Emails/yr
- 25000 Emails/yr

4. Verify that you have selected the appropriate plan for your needs, then click **Save Changes**.

This will change your selected plans as follows:

- 1 account will be upgraded from 10000 Emails/yr to 25000 Emails/yr

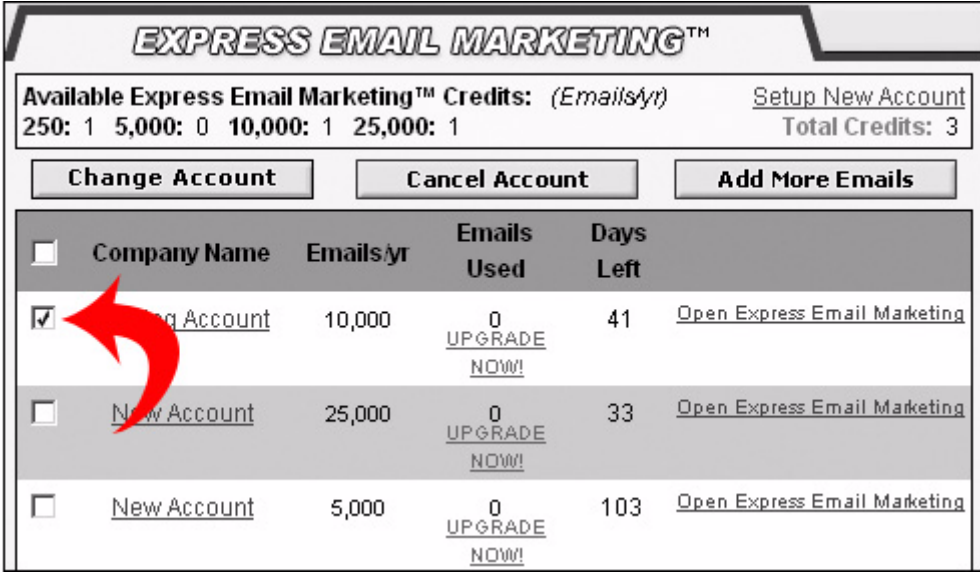
**Save Changes**      **Cancel Changes**

## Cancel Account

Express Email Marketing accounts are billed on a yearly basis. You may cancel your Express Email Marketing account at any time. However, please keep in mind that you will not receive a refund for any unused portion of your year should you choose to cancel your account.

To Cancel an Express Email Marketing account:

1. Select the Express Email Marketing plan that you wish to cancel by clicking the checkbox next to the company name.



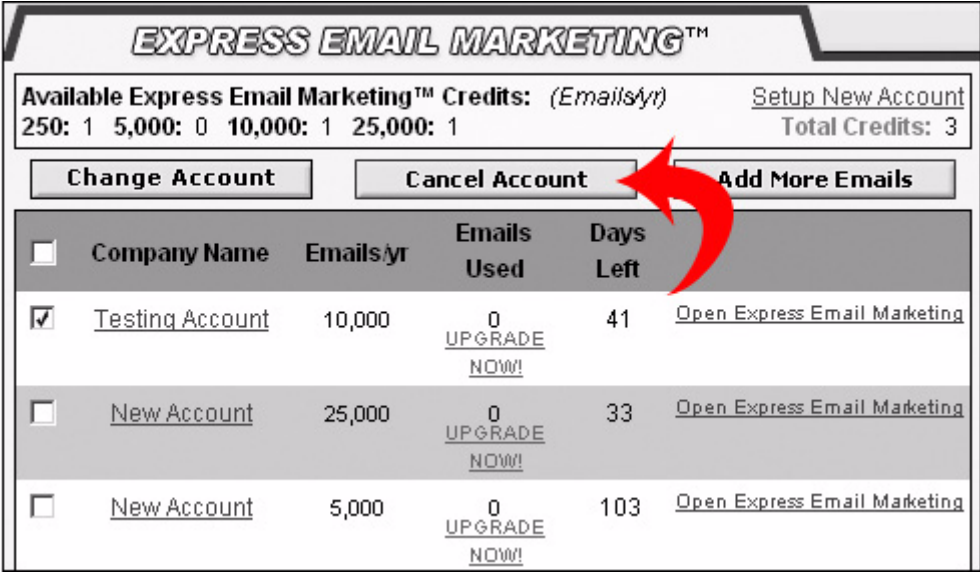
**EXPRESS EMAIL MARKETING™**

Available Express Email Marketing™ Credits: (Emails/yr) [Setup New Account](#)  
250: 1 5,000: 0 10,000: 1 25,000: 1 **Total Credits: 3**

[Change Account](#) [Cancel Account](#) [Add More Emails](#)

<input type="checkbox"/>	Company Name	Emails/yr	Emails Used	Days Left	
<input checked="" type="checkbox"/>	<a href="#">Testing Account</a>	10,000	0 <a href="#">UPGRADE NOW!</a>	41	<a href="#">Open Express Email Marketing</a>
<input type="checkbox"/>	<a href="#">New Account</a>	25,000	0 <a href="#">UPGRADE NOW!</a>	33	<a href="#">Open Express Email Marketing</a>
<input type="checkbox"/>	<a href="#">New Account</a>	5,000	0 <a href="#">UPGRADE NOW!</a>	103	<a href="#">Open Express Email Marketing</a>

2. Click the **Cancel Account** button.



**EXPRESS EMAIL MARKETING™**

Available Express Email Marketing™ Credits: (Emails/yr) [Setup New Account](#)  
250: 1 5,000: 0 10,000: 1 25,000: 1 **Total Credits: 3**

[Change Account](#) [Cancel Account](#) [Add More Emails](#)

<input type="checkbox"/>	Company Name	Emails/yr	Emails Used	Days Left	
<input checked="" type="checkbox"/>	<a href="#">Testing Account</a>	10,000	0 <a href="#">UPGRADE NOW!</a>	41	<a href="#">Open Express Email Marketing</a>
<input type="checkbox"/>	<a href="#">New Account</a>	25,000	0 <a href="#">UPGRADE NOW!</a>	33	<a href="#">Open Express Email Marketing</a>
<input type="checkbox"/>	<a href="#">New Account</a>	5,000	0 <a href="#">UPGRADE NOW!</a>	103	<a href="#">Open Express Email Marketing</a>

- Select if you would like to cancel the account at the **End of the Billing Cycle** or **Cancel Immediately**, then click **Save Changes**.

- If you choose to cancel at the end of your billing period, you may still use the remainder of your year subscription of Express Email Marketing, and your account will not be renewed when the billing cycle ends.
- If you choose to cancel immediately, your Express Email Marketing account will immediately be terminated, however you will not be able to receive a refund for any unused months remaining in your current year subscription.

## Add More Emails

You may find that your Express Email Marketing plan does not include enough emails. You can easily add more emails to your account by purchasing an Email Pack. Email packs are available in increments of 25,000 and must be associated with one Express Email Marketing account. There is a one-time charge for an Email pack and the additional emails do not expire as long as your Express Email Marketing account is current.

To add more emails to your Express Email Marketing account:

- Select the Express Email Marketing plan that you wish to add more emails to by clicking the checkbox next to the company name.

<input type="checkbox"/>	Company Name	Emails/yr	Emails Used	Days Left	
<input checked="" type="checkbox"/>	Existing Account	10,000	0 UPGRADE NOW!	41	<a href="#">Open Express Email Marketing</a>
<input type="checkbox"/>	New Account	25,000	0 UPGRADE NOW!	33	<a href="#">Open Express Email Marketing</a>
<input type="checkbox"/>	New Account	5,000	0 UPGRADE NOW!	103	<a href="#">Open Express Email Marketing</a>

2. Click the **Add More Emails** button.

<input type="checkbox"/>	Company Name	Emails/yr	Emails Used	Days Left	
<input checked="" type="checkbox"/>	<a href="#">Testing Account</a>	10,000	0 <a href="#">UPGRADE NOW!</a>	41	<a href="#">Open Express Email Marketing</a>
<input type="checkbox"/>	<a href="#">New Account</a>	25,000	0 <a href="#">UPGRADE NOW!</a>	33	<a href="#">Open Express Email Marketing</a>
<input type="checkbox"/>	<a href="#">New Account</a>	5,000	0 <a href="#">UPGRADE NOW!</a>	103	<a href="#">Open Express Email Marketing</a>

3. Select the number of Email Packs you wish to add and click **Save Changes**.

**Add Additional Email Packs**

1 x 25,000 Emails

**Save Changes** **Cancel Changes**