



# PERVASIVE COMMUNICATIONS, LLC

## Your Full Service Message Delivery Partner

Pervasive Communications, LLC is the latest member of Surface Companies, Inc.—a family of companies that traces its history and lineage from 1884. While evolving through time, we have served markets from local, through regional and national, to international in scope. Our operations have included manufacturing, distribution, multi-store retail and international sourcing. Through this time we have accumulated knowledge and experience in the one common thing required for profitability of any commercial enterprise—the ability to deliver the right message to the right people at the right time. While often these messages focus on marketing of products or services, our services are not limited to just “marketing” efforts. Where ever there is a need to consistently deliver a message, Pervasive Communications is the right partner to deliver results.

The success that Pervasive Communications offers its partners is derived from the effective leveraging of two of the most powerful communications channels in today’s business environment. One channel is email, whether at a very basic people-to-people level of contact up to industry-leading email messaging, being transactional at the beginning and then a leap to viral through social media. The second channel is through the Internet and the World Wide Web and the mechanisms employed within websites to communicate back to company functional organizations. Through these two channels, the prospects for delivering your message(s) are assured.

### Full Service Email Messaging

Effective email messaging comes down to your ability to leverage customer data, target your campaign and deliver relevant messages to the right person at the right time, and properly handle the various types of responses. Working with a traditional email service provider or even a custom-built solution can make it very difficult to follow through with these core email messaging functions. Escalating delivery fees, data integration limitations, deliverability problems and service provider challenges can all negatively impact your campaign results. Our full service allows you to provide message content for each campaign and data base selection criteria (and we can assist with this, as well) and we are able to generate the fully composed message for your approval before being sent. We handle all of the rest, reporting back to you with the results of the campaign.

Pervasive Messaging Technology™ is our full service email messaging solution. It combines patented software (Pervasive Messaging™), the Pervasive Messaging Data Base™, processing know-how and in-house ingenuity that makes bulk legitimate email that appears as regular person-to-person email in the recipient’s Inbox. We take extreme care that this process is not used for sending SPAM. Pervasive Communications, LLC will only subscribe our solution for legitimate B2B or consumer-oriented bulk email of good, earnest values and moral integrity.

The Pervasive Messaging Data Base™ contains millions of superior quality, 100 percent opt-in full data records that may be highly targeted through numerous filtering options. The following are just some of the fields that may be used for filtering the data base: City, State, Zip, SIC code, NAISC code. There are over thirty possible fields. It is also possible to append each record with data from other source(s), providing additional value to the evolving data base. This data base grows by some fifteen million records per month and the entire data base is continually maintained for accuracy, making it the most accurate and freshest 100 percent opt-in list available—anywhere.

Other elements of our technology include:

- Unique domain (URLs) and IP addresses that are maintained for ensuring high sending scores—key to avoiding the various spam filtering solutions typically encountered.
- Adequate hardware resources to ensure timely messaging so that even the largest campaign of hundreds of thousands of emails may be sent within just a few days.
- Messages may be edited in HTML or plain text and may be personalized from data base record fields.
- There are processes for verifying email addresses.
- Provision are made for a web “landing page” with an auto responder that may be used as a web page or linked to your company’s website; in either case, a set of analytics is provided that reports open rate, click-through rate, capture data upon each landing page visitor.
- There are on-going upgrades of the software and process technologies.

Only Pervasive Messaging Technology™ addresses the inherent limitations of service providers and custom-built solutions, enabling you to maximize the effectiveness of your email campaigns and ultimately have better delivery of your messages. As a complete email solution—an intuitive email campaign application with a rock-solid delivery system and expert services—Pervasive Communications provides an exclusive approach that provides great value to your business.

## **Full Service Website-Based Messaging**

Pervasive Contact Us Technology™ is our full service website-based messaging solution. It automates the process of filling in the contact us (or other such page) that is normally done manually. It combines patented software (Pervasive Contact Us™), the Pervasive Contact Us Data Base™, processing know-how and in-house ingenuity to maximize getting your message to the right people at the right time. Pervasive Communications, LLC will only subscribe our solution for legitimate B2B or consumer-oriented bulk messaging of good, earnest values and moral integrity.

We utilize Pervasive Contact Us™ (patented software), along with the Pervasive Contact Us Data Base™, processing know-how and in-house ingenuity to harness the power of the web to find your market. Pervasive Contact Us™ works in a unique way:

- Utilizes an on-board Google search feature to do a targeted search and imports the results in Pervasive Contact Us™.
- Instead of using e-mail, Pervasive Contact Us™ directly communicates with the target through their website's "Contact Us" page. The resulting message is received just like an internal e-mail within your target's company—bypassing any potential external e-mail filter issues.
- The Pervasive Contact Us Data Base™ contains over 480 million records. Each record has over 20 fields of information. This data base is updated daily and can be expanded through unlimited data capture utilizing other tools. Any of the fields may be used as selection criteria as well as personalization data within the message you generate.
- Has phenomenal speed with the ability to make between 2 and 3 million contacts within 24 hours.

Other elements of the technology include:

- Unique domain (URLs) and IP addresses that are maintained per licensee of Pervasive Contact Us Technology™.
- Messages within the Contact Us page may be edited in HTML or plain text and may be personalized from data base record fields.
- Provision are made for a web "landing page" with an auto responder and may be used as a web page or linked to your company's website; in either case, a set of analytics is provided that reports open rate, click-through rate, capture data upon each landing page visitor.
- There are on-going upgrades of the software and process technologies.

Pervasive Contact Us Technology™ is an automated website-based messaging solution that provides great value to your business.

## **Two Solutions in Synergy**

A very comprehensive messaging solution for almost any organization would be to utilize both Pervasive Messaging Technology™ and Pervasive Contact Us Technology™. We can assist in determining which, if not both, solutions would work best in which circumstances. With these two technologies, Pervasive Communications could truly be your effective messaging partner.

## **Contact Us**

For additional information or to reach us for assistance, please refer to [Pervasive Communications](#).