



# PERVASIVE COMMUNICATIONS, LLC

Pervasive Contact Us Technology™—Your Full Service Website Messaging Solution

## FACT SHEET

Pervasive Contact Us Technology™ is your full service website messaging campaign partner offering the highest level of electronic message delivery available. The patent pending technology revolutionizes business-to-business message delivery? giving your business the competitive edge in reaching your target. The combination of technology and processes gets your message delivered to your target organization through their own messaging infrastructure. Pervasive Contact Us Technology™ can achieve a response rate up to thirty (30) times that of general emailing.

*Please note: Pervasive Communications will only subscribe legitimate B2B or consumer bulk messaging customers of good earnest value and moral integrity.*

Pervasive Contact Us™ delivers your message automatically through a website's contact page—the page that you would fill out manually to send your message. The message can be text or HTML with graphics. The full record Pervasive Contact Us Database™ includes names for personalized contact when systematically merged with the message. This absolutely is the lowest cost, fastest, most massive response marketing tool available anywhere in the world. The system has the capability of delivering between 2 and 3 million “contact us” messages within 24 hours with worldwide reach.

### Excellence Through Technology and Service

Pervasive Communications provides an effective blending of technology and service to ensure the delivery of your message through your recipient's website.

#### Focus on Technology

Below are the elements of the technology provided by Pervasive Communications with a subscription:

- World's most advanced patent pending technology for effective website messaging
- Personalize every message as Pervasive Contact Us™ automatically inserts any of 20 data fields into the Subject Line and Message Body of the Website's contact page
- You're treated as a trusted guest of the website compared to being an external emailer
- Pervasive Contact Us Database™ maybe propagated from the Pervasive Communications Data Bank™ of over 480 million records, from your own list of website addresses, or an internal Google search feature, and is used in the automated message delivery
- The onboard Google search feature allows for a targeted search on any business or industry
- Carefully honed processes
- On-going upgrades to software and process technologies
- Leverage unique domain (URL) and IP address for each client

#### Focus on Service

Below are the services provided by Pervasive Communications with a subscription:

- Campaign consultation and recommendations
- Coordination with your staff for ongoing coordination of messaging activities
- Keeping the software and processes upgraded
- On-going server maintenance and monitoring to meet performance requirements
- On-going domain and IP maintenance and monitoring
- Database maintenance for accuracy
- Building the database is a specialty service and can rapidly bring any list of websites to a critical mass
- Landing page maintenance and monitoring
- Analytics and messaging results may be reported per customer's requested format
- Capability for 24/7 website contact page processing to get your message out

<b>Focus on Technology</b>	<b>Focus on Service</b>
<ul style="list-style-type: none"><li>▪ Edit the messages to be inserted into the contact page as HTML or plain text</li><li>▪ Pervasive Landing Page™ with auto responder can be used as a web page or as a landing page linked to your company's web site</li><li>▪ Full analytics reporting, including: open rate, click through rate, and capturing data for each landing page visitor</li></ul>	

## Behind the Pervasive Value Proposition

Why Pervasive is such a dramatic value when compared to our competition? Pervasive Contact Us Database™ is composed of the highest quality full records at the lowest prices in the market. With our data records, you don't have to take them all at one time when you setup your service. You may use your own records to build you data base, and these will be verified before being added. Use the database over and over, as they are part of your subscription. You have a Pervasive Messaging Data Bank™ account that you draw from, up to the limit of your subscription tier. We currently add 15 million new records monthly and have the largest full record data bank in the United States. We maintain it for the highest deliverability optimization in the industry.

*The real power and effectiveness of Pervasive Contact Us Technology™ derives from its ability to add records to the Pervasive Messaging Database™ for future messaging campaigns. This synergism between Pervasive Contact Us Technology™ and Pervasive Messaging Technology™ delivers incredible penetration of your message to your target audience.*

## Pervasive Landing Page™

A key element of the Pervasive Contact Us Technology™ solution for effective messaging is the Pervasive Landing Page™. At its most basic, a "landing page" is a specialized website that is first accessed before a user is directed to the main website. Often they are used to perform authorization of a user to ensure they have permission to access the main website. As used by Pervasive Contact Us Technology™, it is where all of the analytics are captured about the user and from where the user is directed to the main website.

Most companies already have a website that provides all the information a user would need to know about the company, its products and services, and possibly the ability to place an order. While the analytic software located on the Pervasive Landing Page™ may be incorporated into the main website, Pervasive Communications does not recommend this approach. This allows the company's web development efforts to work independently and not accidentally affect the analytic software, since it is located on the Pervasive Communications-maintained landing page.

## Using the Pervasive Landing Page™

The landing page allows to you consolidate your message and supporting information in one place, without having to restructure or continually modify your main website for each new message campaign. By deciding on a particular style, it provides continuity for your campaigns. Pervasive Communications, working with your designated staff, will create a customized landing page that provides the analytics required, and additional information supporting your messaging campaign. Besides HTML-formatted text, you may include links to other information resources, including audio presentations, company brochures, video presentations, contact information or your main website for point of purchase options pertaining to your products or services. This system allows your business to convey continuity and personality, as well as support the collection of analytics.

## The Power of Analytics

Besides delivering effective messages and information, the Pervasive Landing Page™ uses Pervasive Smart Capture Technology™ to gather the necessary analytics and information to ensure effective messaging campaigns. This exclusive technology captures the following information and analytics:

- Visitor's Email Address

- Campaign ID
- Total Emails Sent
- Start Time of Campaign
- Last Campaign Sent
- Emails Opened
- Emails Not Opened
- Email Links Clicked

The visitor's email address maybe imported to your Pervasive Contact Us Database™, and the Pervasive Messaging Database™ (if you have a subscription for that service, as well) for follow-up or future mailings.

### **Contact Us**

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