



PERVASIVE COMMUNICATIONS, LLC

Pervasive Messaging Technology™—Your Full Service Email Solution

FACT SHEET

Pervasive Messaging Technology™ is your full service email messaging campaign partner. You need dependability and predictability in your messaging reach. We deliver that. Our email broadcasts achieve a 97 percent deliverability rate! How we do that is by patented software technology, processing know-how and in-house ingenuity that makes bulk legitimate email look like normal person-to-person mail. This combination of technology and processes gets your message delivered to the in-box of your recipient.

Please note: This process is not for SPAMMING. Pervasive Communications will only subscribe legitimate B2B or consumer bulk email of good earnest value and moral integrity.

Excellence Through Technology and Service

Pervasive Communications provides an effective blending of technology and service to ensure the delivery of your email message to your recipient.

Focus on Technology

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

- World's most advanced patented software for effective email delivery
- Carefully honed processes
- On-going upgrades to software and process technologies
- Database expands by 15 million per month that is constantly maintained resulting in the most accurate and freshest 100% op-in list available anywhere with numerous fields for filtering
- Special software and processes to verify email addresses
- System allows for multiple sourcing of lists
- List appendage, various sources to compile targeted list
- Leverage unique domain (URLs) and IP addresses for each client that are maintained to ensure high sending scores
- Edit messages in HTML or plain text
- Multiple messages or rotating message presentation capability
- Personalized email messages and presentations
- 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
- Full analytics reporting, including: open rate, click through rate, and capturing data for each landing page visitor

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 with the capacity to send millions of emails monthly
- On-going domain and IP maintenance and monitoring to continually assure maximum email messaging performance and email scoring
- Database maintenance for broadcast optimization through deliverability monitoring
- Building the database is a specialty service and can rapidly bring any list to a critical mass
- Landing page maintenance and monitoring
- Analytics and messaging results may be reported per customer's format
- Capability for 24/7 email broadcasting to get your message out

Behind the Pervasive Value Proposition

Why Pervasive is such a dramatic value when compared to our competition? Pervasive Messaging Database™ is composed of the highest quality full records at the lowest prices in the market. And, we have a bounce guarantee ... *We replace any bounces from our data base automatically.* 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.

Pervasive Landing Page™

A key element of the Pervasive Messaging 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 Messaging 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 Messaging Database™ for follow-up or future mailings.

Contact Us

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