



Freewebs Chooses Zrinity

Dramatically increases email integration & efficiency
Turnaround times plummet • Delivery rates skyrocket

“Zrinity gave us a great solution that was fast and easy to setup. The team at Zrinity was always up for any and all challenges.”

Results – Email Metrics:

Delivery Rate: 98%

Open rates: 47%

Click-throughs: 33%

Spam Complaints: 0%

Unsubscribes: 0%

Revenue: Increased by 98%

About Freewebs

Freewebs offers the Web's most open personal and small business Website creation and management tools, ensuring everyone in the world can create a quality multimedia Website. To date, Freewebs members have created more than 17 million Websites including blogs, photos, videos, music, e-commerce and more. Founded in 2001, Freewebs is privately held and based in Silver Spring, MD. Learn more at www.Freewebs.com.

Zrinity, Inc.

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Email drives Freewebs forward as a critical component to the business plan. Constant and rapid communications with Freewebs' members keeps them involved and informed. A better-informed community leads to a more dynamic community with more frequently changing content. More dynamic content leads to a better environment to place ads within the system, which is critical to the Freewebs' business plan of ad-driven services.

Freewebs uses email to inform its community about system offerings and to create an interest amongst members and others about the advertising available within the Freewebs' system.

“Freewebs understood the importance of having a fast and reliable email solution to perform critical marketing communications.”

Mission Critical Goals:

- Reduce the complexity of email campaign builds
- Better integration of system with existing business systems
- Decrease time to email campaigns
- Decrease cost associated with email campaigns
- Increase delivery and acceptability rates
- Conduct proper bounce management
- Better list hygiene for more valuable lists

Freewebs' Business Needs

Freewebs is a Web 2.0 company that offers the Web's most open personal and small business Website creation and management tools, ensuring everyone in the world can create a quality multimedia Website. For anyone with an Internet connection and something to share, Freewebs provides the toolkit to express their voice on the Web through its versatile publishing platform. To date, Freewebs members have created more than 17 million web sites including blogs, photos, videos, music, e-commerce, and more.

“Email serves as a primary channel for Freewebs to communicate with customers.”

Founded in 2001, Freewebs is privately held and based in Silver Spring, MD. Content is a critical business need for Web 2.0 and community portals such as Freewebs to ensure people stay active within the community. Studies indicate that people check external inboxes, such as their registrar or business community inboxes, less often as they get swamped with more places to check for their information. Reminders via email, a.k.a. their “main inbox,” are a critical component of their “community-based” business plans.

“Each month, Freewebs sends millions of emails to its member base.”

Before Zrinity

Prior to Zrinity's email software solution, Freewebs used email minimally as a marketing tool. In instituting email as a core marketing activity, Freewebs set out to find a solution that was versatile and scalable. Freewebs required an in-house email delivery solution that could easily deliver to its millions of members, scale for continued growth, and support transactional messaging in the future.

Real-Time Intelligence is Critical

Real-time metrics on email campaigns empowers Freewebs the ability to ensure high delivery rates by acting in real-time to delivery issues that might arise. With real-time data, Freewebs can identify delivery issues at the very moment in time the issues appear rather than waiting for delivery metrics and reacting to address issues for the next campaign.

A powerful capability to conduct multivariate testing gives Freewebs the ability to test multiple versions of the campaign to provide delivery and other critical metrics before the campaign is initiated. With this more advanced system, email campaign managers can actually gauge delivery metrics, and possible issues with campaigns before they initiate the campaign sends. This adds a very important tool in the layers of tools to test and deliver emails to the most appropriate recipients and servers at the right moment in time to ensure opens, reads and sales, or signups for email campaigns.

Post Campaign Intelligence

Although most bounce processing is not even managed in many systems, Zrinity systems manages bounces in real-time, and provides reports that detail many other bounces such as transient bounces, which might indicate that an email recipient no longer uses the email address any more. Hard bounces indicate that the recipient no longer exists at the address, and it is highly likely that the system should never attempt to send another email to that address. Bounce processing and other tools is key to ensure your list is very clean and continues to be a growing business asset.

“The reliability and performance of the Zrinity platform enables companies to bring their email solution in-house.”

“Zrinity’s in-house solutions result in an ever-increasing return on investment.”

Zrinity, Inc.

Zrinity is a leading provider of email systems for Global 2000 businesses as well as email service providers (ESPs). Zrinity provides its customers with high-performance email delivery server and systems. Zrinity, in Central New York, serves a wide variety of industries such as banking, education, government, health care, retail and B2B. Customers include The Pentagon, ADT Security, PGA, Boeing, Pfizer, Duke University, Penn State and more.



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Future Plans

Freewebs plans to utilize Zrinity's powerful behavioral features as well as the multivariate testing within the system to better target email recipients, which yields the direct result of even further strengthening the list, increasing customer and brand awareness, as well as growing members, content and ad revenue. Multivariate testing combined with behavioral targeting provides a very powerful methodology to continually learn what email recipients like to receive, which yields improved metrics and overall empowers Freewebs with the most effective email communications available in the world.