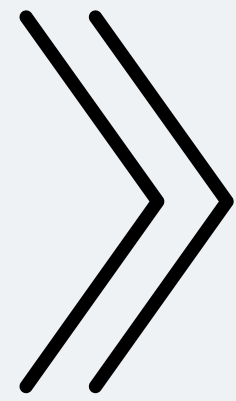


# HOW TO PROCESS A DIRECT MARKETING EFFORT

with 9 easy steps



Create the email

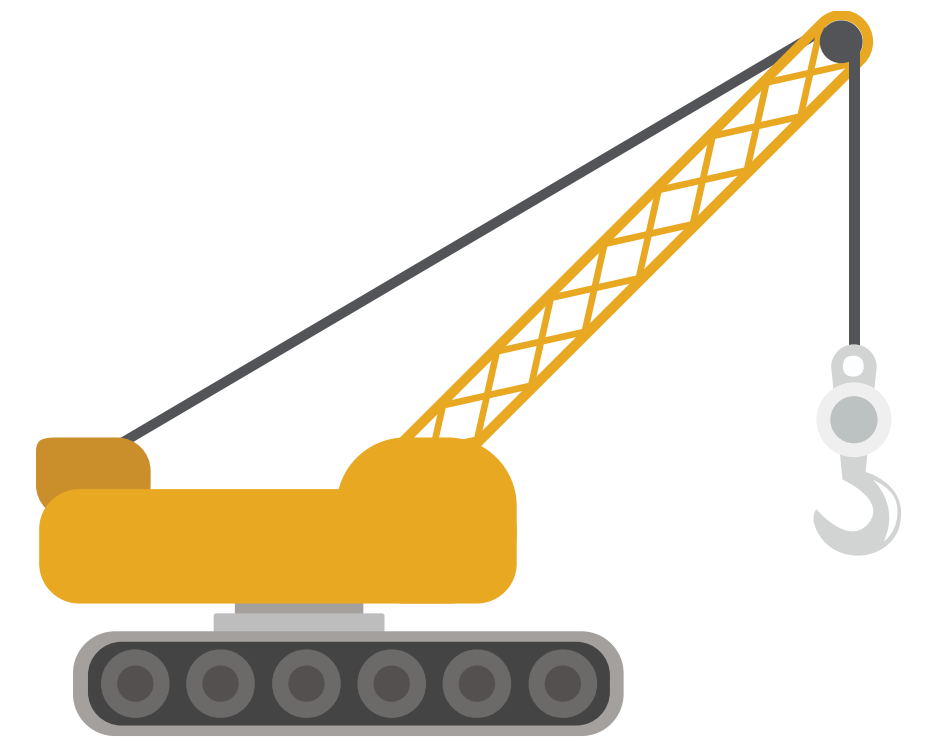
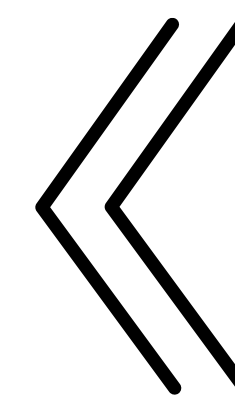
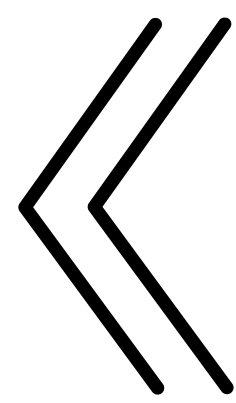
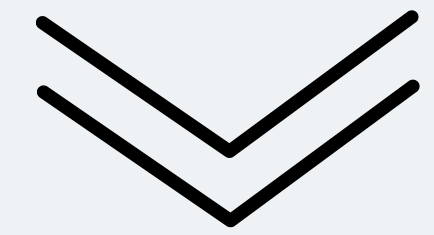
Create the segment

Create the package

(If you have a mail effort,  
skip this step!)

(Make sure your  
selection has already  
been created!)

(Tie in your email... if you  
have one.)



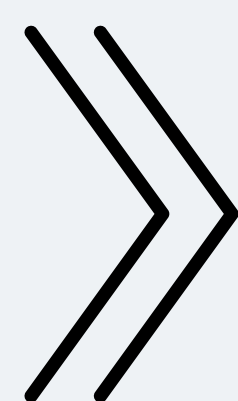
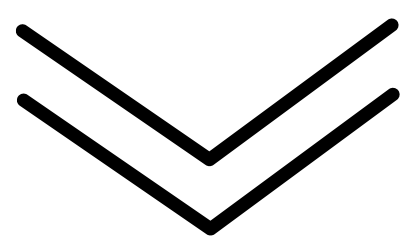
Add Segments

Effort Settings/Exclusions

Create the  
marketing effort

(Tie to your package.)

(Add your source code  
and mailing options.)



Calculate

Export

Activate!