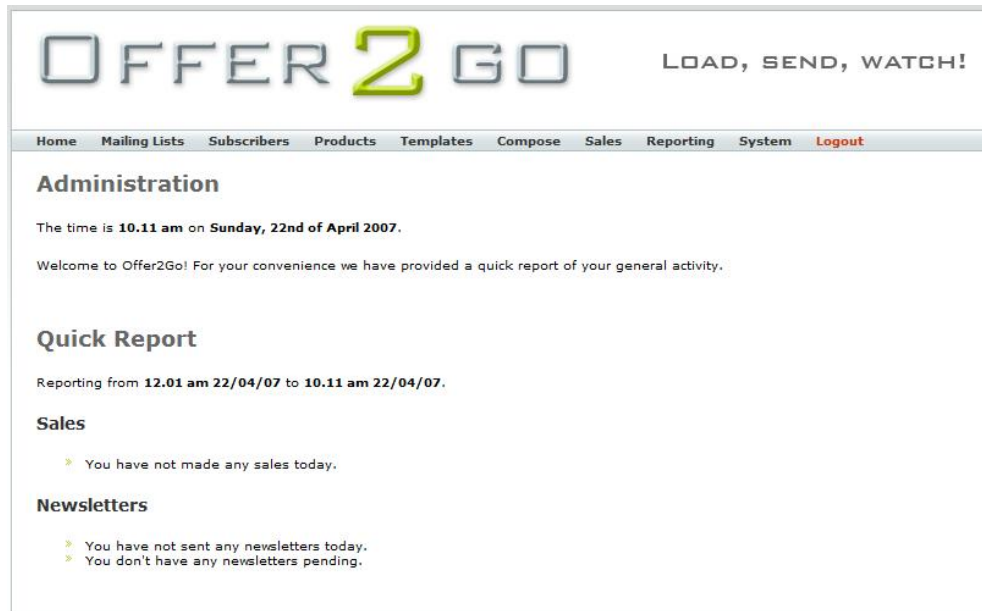


## OVERVIEW

### Opening Screen shot:

Each time you log in to Offer2Go – you will see the following screen:



### Quick report:

The first thing you should notice is the "Quick Report". This tells you if you have made any sales today (Only if you are using the Offer2Go sales engine – if you have your own ecommerce site – this will not appear).

Offer2Go also tells you if you have sent out any offers – or if you have some pending.

It's nothing more than a snapshot of your daily activities.

**OFFER2GO** LOAD, SEND, WATCH!

Home Mailing Lists Subscribers Products Templates Compose Sales Reporting System Logout

### Administration

The time is **10.11 am** on **Sunday, 22nd of April 2007**.

Welcome to Offer2Go! For your convenience we have provided a quick report of your general activity.

### Quick Report

Reporting from **12.01 am 22/04/07** to **10.11 am 22/04/07**.

#### Sales

- You have not made any sales today.

#### Newsletters

- You have not sent any newsletters today.
- You don't have any newsletters pending.

## System:

**OFFER2GO** LOAD, SEND, WATCH!

Home Mailing Lists Subscribers Products Templates Compose Sales Reporting **System** Logout

This is where all your details are stored. Your company and contact details are there, as are the "order settings". When you send out offers, you can choose to not collect orders via email (maybe say "in store today only", or "available in all out outlets"). If you want to collect orders – you may select Offer2Go to process the orders for you, or you might choose to have your own e-commerce engine collect the orders, if you have one.

If Offer2Go collects the orders, it will need to know if you need to charge GST/Tax or VAT; if your prices are inclusive or exclusive of the GST/Tax or VAT; and what the percentage rates are.

In **System** is also where you enter the email addresses for anyone in your company who will receive "alerts". If you have orders come in, or if a customer unsubscribes from you list, those on the "alerts" list will receive an email advising them of this.

**System** is also where “Your accounts” are stored. All monthly subscription charges are stored here – in PDF format.

Lastly, if you decide to quit the service (we hope you don't), this is where you choose to cancel the service.

### Mailing Lists and Subscribers:



You can't send out emails to your customers without uploading your mailing lists – or adding new subscribers. These options are where these functions are done

### Products:



Similarly, you can't send out emails to your customers without loading up your products. You can load hundreds or thousands of products, before choosing to offer them out. This option is where loading, modifying products is done.

### Templates:



You can store as many templates as you like on Offer2Go. A Template can comprise a header and/or footer.

If Offer2Go takes the orders, you will need to have a template for:

- The emails you send  
The order confirmation emails  
The "Storefront" – where all the details of your product are stored

If you choose no sales, or your own ecommerce engine, you only need to store the email template.

### Compose:



This is where you prepare the mail outs – select the day and the time you want to offer to go out – and what products you want to include in the mail out.

### Sales:



Here is where you can see the last 50 sales – with all the details. This option is not there unless you choose to have Offer2Go to take the sales for you.

### Reporting:



This is where all the reports about your offer2Go activities are stored - Sales report, Newsletter report - opening rates report etc.

## Logout:



When you have finished using Offer2Go you should “logout”. Security is pretty important, so we do advise you to logout. In fact, if the system is sitting idle for 15 minutes, Offer2Go automatically logs you out.

## SUBSCRIBERS AND MAILING LISTS

This is pretty basic stuff. You create a mailing list –and in the subscriber option you load subscribers into the mailing lists. You can upload your mailing lists in bulk – through a CSV file.

## PRODUCTS

You can load and save as many different products as you like. This is a once only time to load the product. The screen looks like this:

# Edit Product



### Offer Details

Category \*

Sale Price\*  NZD (incl)

Estimated RRP  NZD (incl)

Cost Price  NZD (incl)

Keep track of quantity?

Yes


No

Stock quantity  Available

### Product Image

- » Your image will be **resized** as necessary.
- » You may only use **JPG, GIF or PNG** files.
- » Maximum upload size of **500kb**.

Existing Image



Replace Image

### Product Details

Name \*

Blurb


Description


Features

## SEND OUT YOUR OFFERS:

Sending out the offers is a breeze. Just select the dates, which mailing list you want the offer to go to, add in your sales blurb – and hit PROCEED. You will get a preview of the offer, to confirm you are happy – and it's done. How simple is that!

### Newsletter Details

Send Email \*  

Offers Expire \*  

Template \*  ▼

Mailing List \*  ▼

Subject \*

Product Heading

Please tick the products that should be included in this newsletter:

Apple iPhone

Sony Playstation 3

Message

This is what an offer looks like when received by your customer:

# OFFER 2 GO

LOAD, SEND, WATCH!

**Hi there,**

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris aliquam diam at eros. Aenean a sapien. Maecenas sed eros. Nulla sem. Praesent aliquet est rhoncus tortor.

Maecenas velit quam, viverra congue, auctor et, condimentum et, lorem. Aliquam tortor mauris, consequat in, malesuada ut, rhoncus eu, nibh. Ut tristique tempor tortor. Praesent accumsan accumsan urna.

**Check out these great deals!**

## Apple iPhone

**Our Price: \$999.00**

Three amazing products in one!

iPhone combines three amazing products — a revolutionary mobile phone, a widescreen iPod with touch controls, and a breakthrough Internet communications device with desktop-class email, web browsing, maps, and searching — into one small and lightweight handheld device.

iPhone also introduces an entirely new user interface based on a large multi-touch display and pioneering new software, letting you control everything with just your fingers. So it ushers in an era of software power and sophistication never before seen in a mobile device, completely redefining what you can do on a mobile phone.



**BUY NOW!**

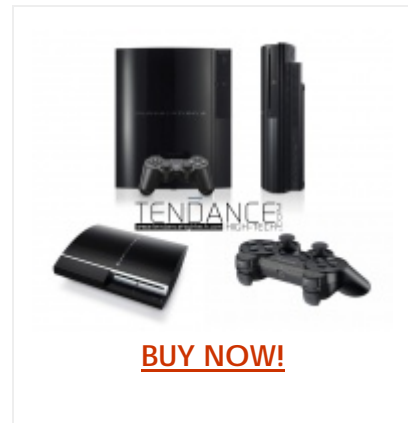
### **Sony Playstation 3**

**Our Price: \$1,199.00**

Changing the nature of gaming!

The PLAYSTATION®3 computer entertainment system unleashes a brilliant High Definition entertainment experience.

Through years of research and development, Sony Computer Entertainment can now deliver the technology to take home entertainment to a whole new level.



**LOAD**  
YOUR PRODUCTS

**SEND**  
YOUR OFFERS OUT

**WATCH**  
ORDERS ROLL IN!

Looks pretty cool – doesn't it! Imagine this in your template, and with your colours.

You can choose how the product will be sold:

1. In store
2. Using your web site – if you have an ecommerce solution
3. Using our order processing module

If you use the last option, and your customer hits the "Buy Now" button they get a confirming order confirmation, in your template.

## **REPORTING**

You can see who opened the mail outs – something not possible with direct mail. It's a very useful tool to find out which mail outs were more successful – and trends over periods. Its very powerful!

## Newsletter Report

Showing 12:00am 01/05/07 to 11:59am 31/05/07

You have sent **4 newsletters** during this period.



SUBJECT	DATE	RECIPIENTS	OPENED	RATE (%)
STOP PRESS: Latest properties just listed	12:15pm 02/05/07	5	3	60.00%
STOP PRESS: Latest houses just listed	12:00pm 02/05/07	2	2	100.00%
STOP PRESS: Latest properties just listed	08:00am 02/05/07	1	1	100.00%
STOP PRESS: Latest houses just listed	08:30pm 01/05/07	1	1	100.00%
TOTAL		9	7	77.78%