

# AT A GLANCE

WHY AWEBER IS THE RIGHT CHOICE  
FOR YOUR EMAIL MARKETING

# Benefits of Email Marketing

You want to market your business, but offline advertising can be expensive and time-consuming. Email marketing, however, is exactly the opposite.

Whether you're a local brick-and-mortar business or an online company, you can use email to send subscribers directly to your website or business for a speedy purchase. Email allows you to reach more people for less, and the return can be exponential. 72 percent of respondents to an Econsultancy survey in early 2011 described email's return on investment as excellent or good.

In addition to providing a high return on investment, AWeber provides the tools so you don't have to hire an expensive design firm or copywriter. And many parts of an email campaign are automated; it practically runs itself.

## The AWeber Difference

Here's why more than 107,000 businesses, nonprofits and agencies trust AWeber for their email marketing needs:



**Industry-Leading Deliverability:** We get your emails in the inbox, not junk folders, with deliverability rates exceeding 99 percent.



**Expert Customer Support:** You can contact our trained agents with any questions seven days a week. Toll-free phone, live chat and email support is available from 8a.m.-8p.m. ET Monday-Friday, and 9a.m.-5p.m. ET Saturday-Sunday live chat and email is available.



**Easy to Use:** Our Setup Wizard helps you set up your account in minutes! We also have an online Knowledge Base filled with FAQs, step-by-step guides and videos, a blog with marketing tips and free live webinars.



**Secure and Reliable Systems:** Your information is safe with us, and your account is fully accessible 24/7. We own and operate all of the dedicated hardware resources.



**First-Class Reputation:** Since 1998, we've been managing and delivering email marketing campaigns for businesses around the world. In that time, we've established ourselves as an industry leader.

# AWeber Features

As a customer, you have access to all our features including:



**Email Newsletters and Autoresponders:** You set the date and time you want your newsletter to be sent, and we'll get it delivered. Autoresponders will be automatically delivered at the intervals specified.



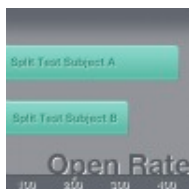
**Email and Web Form Templates:** Choose from over 150 easy to customize templates that include single and multiple column designs. Create a beautiful web form in 3 simple steps with templates that match the emails, and start getting subscribers from your website.



**Analytics:** Find out who's opening, clicking, downloading, buying... and who's not. You can use this information to send broadcasts to specific groups.



**Segmenting:** Send targeted messages to subscribers based on shared behavior. This can be based on the information from analytics, the information gathered at sign up or information from their IP address.



**Split Testing:** Optimize your email marketing campaign by finding what works best through our A/B split testing feature. Test versions of your broadcasts and/or web forms and learn what brings in the best results.



**Affiliate Program:** Receive a check from us in the mail every month for referring others to AWeber. There's no cost to sign up, and we provide a recurring 30% commission on all active customers you've referred.



**Apps:** Extend the functionality of your AWeber account by using apps for Facebook, Wordpress and more. You can also use the AWeber API to create an app for your own personal use, or make one designed to be used by thousands of businesses.

## Our features in detail:

Messages	
Broadcasts	For newsletters and time-sensitive announcements
Autoresponders	Interval-based messages
Welcome Email (First Autoresponder)	Sends immediately after someone subscribes
Archive	Sent broadcasts are <a href="#">published to a web page</a>
Personalization	Send an email that contains the <a href="#">subscriber's personal information</a>
Spam Score Check	Provided by <a href="#">SpamAssassin</a>

Integrations	
Facebook Message Sharing	Posts a link to your broadcast message
Twitter Message Sharing	Tweets a link to your broadcast message
Facebook Forms	Collect subscribers from your <a href="#">Facebook page</a>
RSS to Email	Blog posts sent to readers in an easy-to-read newsletter format
Wordpress	<a href="#">Add a sign-up form</a> to your WordPress site; allow readers to <a href="#">subscribe when commenting</a> on a blog post
Unbounce	Subscribers from your Unbounce pages are <a href="#">added to your list</a>
Drupal	Add a sign-up form <a href="#">to your Drupal site</a>
PayPal	<a href="#">Customers become subscribers</a> after a purchase through PayPal
Rapportive	<a href="#">See subscriber information</a> in your Gmail account
Connected	View the full history of your conversations, complete now with the history of AWeber campaign send, opens and clicks <a href="#">in one place</a> .

More integrations are continually being created. Check out our app directory or create your own app on the [AWeber API page](#).

## Analytics and Testing

Track Opens	See who opened and did not open a message
Track Link Clicks	See who clicked and did not click a specific link
Track Downloads	Find out if subscribers used a download link on your web page
Track Page Hits	Track subscribers' movement around your site
Calculate Revenue Per Email	Sales tracking allows you to set a monetary value for specific links
Segmenting	<a href="#">Send an email to a group</a> based on their behavior
Detailed Graphs	Including daily, weekly and monthly subscriber growth
Split Testing	<a href="#">Compare and optimize</a> two or more versions of your forms or broadcasts

## AWeber Pricing

Our packages include full use of our service and unlimited lists:

Term	Up to 500 Subscribers	501-2,500	2,501-5,000	5,001-10,000	10,001-25,000
Monthly	\$19	\$29	\$49	\$69	\$149
Quarterly	\$49	+\$10/month	+\$30/month	+\$50/month	+\$130/month
Yearly	\$194	+\$10/month	+\$30/month	+\$50/month	+\$130/month

Over 25,000 subscribers? Contact us for pricing at 1-877-AWEBER-1.

You can begin our monthly plan for just \$1 the first month. This gives you **full access** to our service and all the features, so you can find out if AWeber is right for you.

We also offer special pricing for students and nonprofits:

- Students with a valid .edu or .ac email address receive a 20 percent discount on all invoices.
- Nonprofits, receive three months of service free, followed by a 25 percent discount on all subsequent invoices. A valid 501(c)(3) form is required to qualify for this discount.

## What AWeber Customers Are Saying

"AWeber's autoresponder service has been the most valuable tool in my arsenal since 1998.

I've tried out other autoresponder services, but AWeber is by far the best in terms of its ease of use and cost effectiveness. Also, on the rare occasions I've required assistance, I've received the speediest, most helpful and courteous customer service. Customer-for-life!"

Rosalind Gardner  
Author  
[www.SuperAffiliateHandbook.com](http://www.SuperAffiliateHandbook.com)

"I am a total beginner when it comes to working with the internet, mailing lists & autoresponders. I was initially worried about fumbling round in the dark not knowing what to do. Thank heavens I found you!

My auto response is set up, ready to greet new subscribers in a matter of seconds. I also have follow up messages set up - an hour's work which will save me hundreds of hours in the future (and gain me lots of extra income). I can now just sit back and relax. The system is so easy to use - if I can follow it anybody can!"

Andy Crouch  
Founder  
[www.GadgetsHeaven.com](http://www.GadgetsHeaven.com)

"We recently signed up with AWeber for the newsletter delivery capabilities. We had been using MajorDomo, which of course is free. It was fine for what it did, but after using AWeber for the first time, I can honestly say that I wish that we had been using your service all along. It is easy to use and VERY affordable."

Shannon Young  
President/CEO, Customer Edge, Inc.  
[www.customeredge.com](http://www.customeredge.com)

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## Get Started Today

Go to [aweber.com/order](http://aweber.com/order) to create your account.

You can contact us with any questions:

- Toll Free Phone:  
**+1 877-AWeber-1 (877-293-2371)**
- International Phone:  
**+1 215-825-2196**
- Text Chat: Click the green "Live Chat" button at the top of any page on our site.
- Live customer support is available:  
**8a.m.-8p.m.** ET Monday-Friday and  
**9a.m.-5p.m.** ET Saturday-Sunday by live chat and email.

# About AWeber

What do leading sites such as Social Media Examiner, Copyblogger, Which Test Won, ProBlogger and Harvard Business Review all have in common?

They rely on AWeber for easy-to-use email and social media tools to cultivate relationships with their readers. Since 1998, AWeber has been the email engine powering the growth of organizations around the world.

Today, more than 110,000 small- and midsize-businesses, entrepreneurs, agencies and nonprofits are making the most of AWeber's sophisticated segmentation and analytics capabilities, social media and testing applications, extensive template libraries, and industry-leading deliverability and live support.

For marketing advice, examples and inspiration, please join us here:

