

Full EMAS™ Integration Provides Seamless & Secure Delivery

- ▼ Full EMAS™ Pro Suite integration
- ▼ Works with *any* SIS configuration
- ▼ Automatically manage bounces, opt-outs, & event notifications
- ▼ Simple spam compliance verification, spam-blocking avoidance and anti-spam diagnostics

Easy & Robust: Every Client Becomes an E-marketing Powerhouse

- ▼ Simply design your own e-mails, use a template, or import predefined designs
- ▼ Campaign templates available for email, newsletters and event announcements
- ▼ Target broad, specific or carefully screened lists of students
- ▼ Automatically send scheduled follow-up communication, emails and newsletters

Tailored E-mail Outreach with Superior Data Leverage & Reporting

- ▼ Comprehensive and in-depth reporting with advanced filtering
- ▼ Review real-time campaign results
- ▼ Shows open rates, click-throughs, bounce backs, forwards and opt-outs
- ▼ Fully actionable data and reporting integration
- ▼ Review student actions and automatically update student records

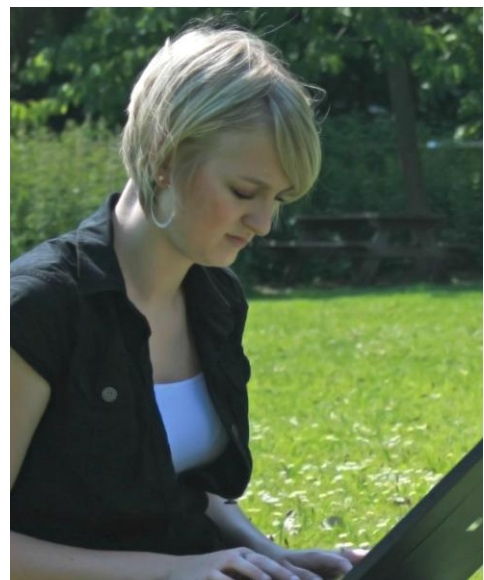
Increased Efficiency

- ▼ Send unlimited email volume
- ▼ Harness EMAS's Tier-1 network
- ▼ Total security and deliverability assurance

EMAS™ Campaign Pro is specifically designed as a higher-education e-marketing communication system and is the most comprehensive student outreach tool of its kind.

Fully integrated into EMAS Recruitment Pro, Campaign Pro will let you track, capture, and leverage your communication data like never before. EMAS Pro insures you have the best tools available and can take advantage of the industry's best practices and e-communication standards.

Shorten your communication cycles and target your messages with seamless integration with your student records. Target follow-up messages based on the previous student interactions. Send the right message to the right students at the right time—with dynamic e-mail content based on unique student interests and enrollment stage.



EMAS™Pro SEM Suite
Education Systems, Inc.
1111 Torrey Pines Road
La Jolla, CA 92037-4551
SALES@EMASPRO.COM