

Contact Em



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And The Statistics for Email Are Not Encouraging On June 12, 2006, the Nielsen Norman Group published the Email Newsletter Usability Report. This report found that: 1. Only 19 of newsletters are thoroughly read by the recipients. 2. Readers primary method of dealing with email newsletters is to skim. 3. The fact that email users continue to receive more and more email has caused them to become even more stressed and impatient when going through their inbox. 4. Email recipients are increasingly using spam filters as an easy way to eliminate newsletters they no longer wish to receive. RSS is NOT the Answer at Least Not Yet Whilst RSS offers a solution for the net savvy subscriber and it is likely to be the way of the future, Nielsen found that 82 of email users had no idea what the term RSS referred to, and that people scan headlines and blurbs within RSS feeds with more abandon than they scan email newsletters! And thats why we created our Contact Em script Your Message Is GUARANTEED To Get Through! All it takes is a simple quick install of Contact Em and you can rest assured your message whatever it is gets through to your members and subscribers. All of them. Think about it. EVERYONE has a homepage the start page that is visited every time a new browser is launched. And your message will

be right there, at the top of your members homepage impossible to miss. Your message will not interfere with their normal homepage. Your member will still be directed to their personal favourite Yahoo, MSN, Google, or whatever. But, the benefit to both of you is that YOUR MESSAGE will appear right at the top of the page. Not large, not blocking anything, but it will be there, right in front of your members eyes, guaranteed to be seen.

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