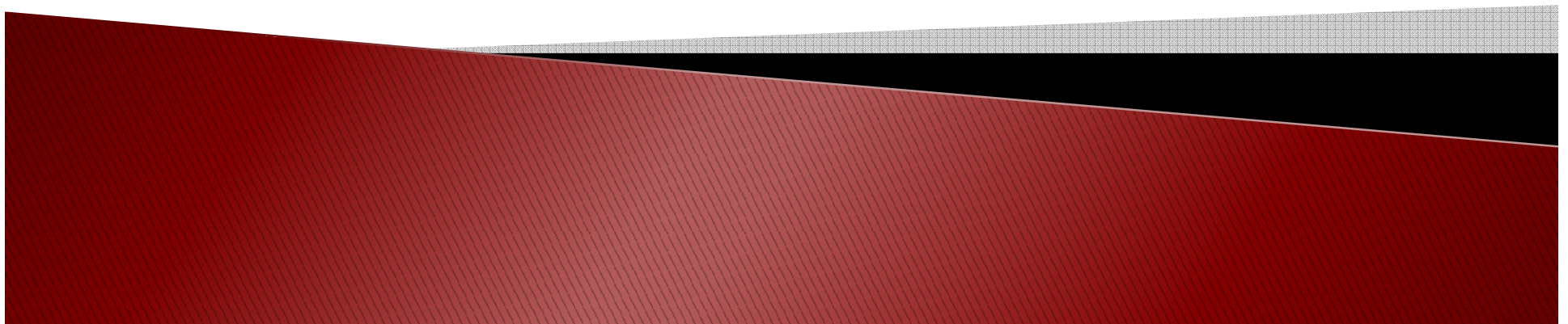




Dealer Direct  
**Marketing**

# E-Strike Handbook

## e-mails on Demand



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# Link from NNANet.net to Infiniti Dealer Direct Marketing

## Select Dealer Promotions

The screenshot shows the Nissan Dealer Direct Marketing website. On the left is a vertical navigation menu with the following items: **NISSAN DEALER DIRECT MARKETING**, **cosmas agwu Tynan's Nissan Aurora**, **NEED ASSISTANCE? Call Program Headquarters 800-429-6223**, **NATIONAL PROMOTIONS**, **DEALER PROMOTIONS** (highlighted with a yellow arrow), **DEALERSHIP RESOURCE CENTER**, and **RESULTS REPORTING DASHBOARD**. The main content area features a top navigation bar with **HOME CONTACT US PROFILE LOGOUT**. Below this is a large banner for the **Just announced! A to Z YEAR-END | SALES EVENT**, featuring a silver sedan and a red sports car, with a **Click Here to Enroll Today** button and the Nissan logo. Underneath the banner are three promotional tiles: **National Promotions** (Leverage national media buys and direct customers to your dealership. **VIEW ALL NOW!**), **Dealer Promotions** (Target prospects and /or existing customers to increase sales. **VIEW ALL NOW!** with a yellow arrow), and **Results Reporting Dashboard** (**VIEW ALL NOW!**). At the bottom, a text block states: "This web portal is designed to assist you and your dealership with all of your marketing needs. If you have any questions, please call Program Headquarters at 800-429-6223. For assistance with Service and Accessory Marketing, visit NNANet.com under the 'Parts & Service' section and select the Customizable Marketing Materials (CMM) link." The footer contains the text: "© 2010 Nissan Dealer Direct Marketing | Powered by Aspen Marketing Services".

# Accessing e-Strike

Scroll bar to find e-Strike program and click on Image

The screenshot displays the Nissan Dealer Direct Marketing website. On the left is a vertical navigation menu with the following items: **NEED ASSISTANCE?** (with contact info), **NATIONAL PROMOTIONS**, **DEALER PROMOTIONS**, **DEALERSHIP RESOURCE CENTER**, and **RESULTS REPORTING DASHBOARD**. The top navigation bar includes **HOME**, **CONTACT US**, **PROFILE**, and **LOGOUT**. The main content area features a carousel of program thumbnails. The 'e-Strike On-Demand Emails' thumbnail is currently selected and highlighted with a yellow starburst cursor. Below the carousel is a horizontal scroll bar labeled 'Programs:' with a double-headed arrow. The footer contains the text: © 2010 Nissan Dealer Direct Marketing | Powered by Aspen Marketing Services.

# Accessing e-Strike

Select Continue

The screenshot displays the Nissan Dealer Direct Marketing website interface. On the left is a vertical navigation menu with the following items: the Nissan logo and 'DEALER DIRECT MARKETING' text; 'Thomas Arnburg Hummel's Nissan'; 'NEED ASSISTANCE?' with contact information (800-429-6223); 'NATIONAL PROMOTIONS'; 'DEALER PROMOTIONS'; 'DEALERSHIP RESOURCE CENTER'; and 'RESULTS REPORTING DASHBOARD'. The main content area features a red car image at the top, a navigation bar with 'HOME', 'CONTACT US', 'PROFILE', and 'LOGOUT', and a 'Nissan e-Strike' heading. Below this is a large image of a keyboard with an '@' key. To the right of the image is the 'e-Strike Program Highlights' section, which describes the program as a monthly subscription with unlimited volume and rapid turnaround. It lists features such as strong call-to-action messaging, national campaign consistency, and the ability to follow up with direct mail. Below the highlights is the 'e-Strike Email Messages Include:' section, which lists five types of messages: important traffic-boosting messaging, pre-built templates for fast turnaround, custom sales offers, direct links to website offers, and dealer customization for dynamic email content. At the bottom of the main content area are three buttons: 'More Promotions' (with a green arrow icon), 'View All Sample Communication Pieces' (with a document icon), and 'CONTINUE' (with a pencil icon and a mouse cursor clicking on it). The footer contains the copyright notice: '© 2010 Nissan Dealer Direct Marketing | Powered by Aspen Marketing Services'.

**NISSAN**

**DEALER DIRECT MARKETING**

Thomas Arnburg  
Hummel's Nissan

**NEED ASSISTANCE?**  
Call Program Headquarters  
800-429-6223

**NATIONAL PROMOTIONS**

**DEALER PROMOTIONS**

**DEALERSHIP RESOURCE CENTER**

**RESULTS REPORTING DASHBOARD**

HOME CONTACT US PROFILE LOGOUT

## Nissan e-Strike

### e-Strike

On-Demand Emails

#### e-Strike Program Highlights

This monthly subscription, unlimited volume, rapid turnaround email program includes strong call-to-action messaging with a look and feel that is consistent with national campaigns and offers. Effective as stand-alone, e-Strike email promotions can also be followed by Dealer Promotions direct mail to improve response rate.

#### e-Strike Email Messages Include:

- Important Traffic-Boosting Messaging
- Pre-Built Templates for Fastest Turnaround: Features current campaigns and traffic-driving messages
- Custom (Write-Your-Own) Sales Offers
- Direct Link to Your Website for Current Offers
- Dealer customization: Space for dynamic email headline, dealership name, address, phone, hours of operation, website, vehicle images and offers

**More Promotions**

**View All Sample Communication Pieces**

**CONTINUE**

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# Accessing e-Strike

Select Launch Program to access Dashboard

The screenshot displays the Nissan Dealer Direct Marketing website interface. At the top left is the Nissan logo and the text "DEALER DIRECT MARKETING". A navigation menu includes "HOME", "PROFILE", "DEALER SEARCH" (highlighted), "PROGRAMS", "CONTACT US", and "LOGOUT". The user is logged in as "nuser".

Below the navigation, it shows "Selected Dealer: Aspen RMS Nissan" with a "Change Dealer" link. The main content area features a section for "e-Strike™" with an image of a hand using a mouse. To the right of this image is a scrollable text box containing the following information:

**Easy e-Strike Enrollment:**  
Begin by clicking "Enroll Now".  
Once you submit your e-Strike order, you will be contacted by a Program Headquarters (PHQ) representative who will gather final information and answer any questions you may have.

- E-mails can be delivered within minutes of completing your order, or you can schedule a future deployment date.
- You will be notified once your initial email append has been completed.

**e-Strike Campaign Launch:**  
Begin launching your e-Strike campaigns by clicking "Campaign Launch" below. If the button is not displayed, your enrollment is in process. Please check back later.  
In order to remain CAN-SPAM compliant, only one email may be sent to a customer within a 24 hour period. Therefore if two emails are created using the same customer, the emails will be deployed at least 24 hours apart.

At the bottom of the scrollable area is a "Launch Program" button with a mouse cursor hovering over it.

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# e-Strike Dashboard

After selecting Launch Program, you will be placed in the e-Strike Dashboard. This screen shows you campaigns that are currently featured, pending campaigns that have not been sent, and completed campaigns.

**NISSAN**  
DEALER DIRECT MARKETING

HOME PROFILE DEALER SEARCH **PROGRAMS** CONTACT US LOGOUT

e-Strike™  
Dashboard Campaign Reports Help

Sales

Click image for preview

1 Featured Vehicle Photo

Create Email Now

Welcome to e-Strike, a tool you can use to create customized sales emails quickly and easily to send to your customers. The e-Strike email templates have been designed with the same look and messaging as national campaigns and contain strong calls-to-action to entice customers to visit your dealership instead of a competitor's.

Choose the type of campaign you wish to use from the drop-down menu. Scroll through the template previews to view all templates currently available or Create Your Own. Click Create Email Now for the email template you wish to use and get started.

Selected Dealer: Nissan North America  
Change Dealer Context

**Pending Campaigns** [View All](#)

Review, make edits to and/or delete campaigns you've already created that haven't been emailed out yet.

Campaign Name	Create Date	Category	Dealer Authorised Representative	Edit	Delete
Type your campaign name here...	02/02/2010	Sales	NLuynhPham		
Type your campaign name here...	02/01/2010	Sales	NLuynhPham		

**Completed Campaigns** [View All](#)

Review your completed campaigns, get final report data and/or duplicate a previous campaign to use again.

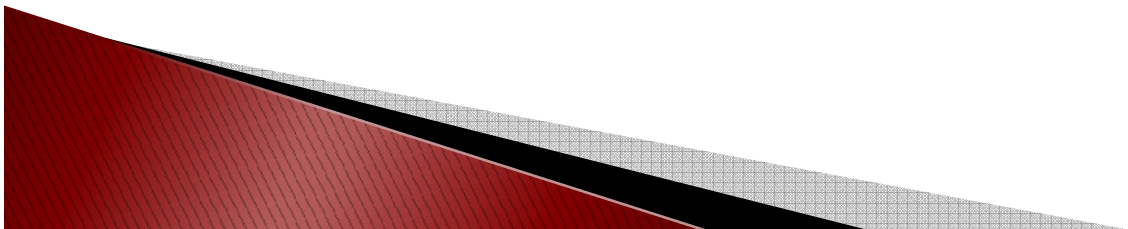
No Records Found

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## e-Strike Dashboard

Types of Campaigns:

- ▶ **Featured Sales Campaigns**: Campaigns that have been pre-populated with a specific event / theme.
- ▶ **Sales Campaigns**: Campaigns that are flexible and can be utilized anytime with any message/theme.
- ▶ **Pending Campaigns**: Campaigns that have not been deployed. This feature gives you the flexibility to start building a campaign but finish/deploy at a later time.
- ▶ **Completed Campaigns**: Campaigns that have been deployed.





# Building a Campaign

Select the Campaign Tab and choose 'Create Campaign.'

You can also create Campaigns through the dashboard by selecting the 'Create e-mail Now'

The screenshot displays the Nissan Dealer Direct Marketing e-Strike dashboard. At the top left is the Nissan logo and the text "DEALER DIRECT MARKETING". To the right is a navigation menu with links: HOME, PROFILE, DEALER SEARCH, PROGRAMS, CONTACT US, and LOGOUT. Below the logo, it shows "Selected Dealer: Aspen RMS Nissan" and "Change Dealer". The main navigation bar includes "Dashboard", "Campaign", "Admin", "Reports", and "Help". A dropdown menu under "Campaign" is open, showing "Create Campaign", "Pending Campaigns", and "Completed Campaigns". A red arrow points to "Create Campaign". Below this, there is a "Sales" dropdown menu and a carousel of vehicle offers. The first offer is for a "2010 Nissan Murano" with a "Click image for preview" link. Below the carousel, it says "4 Offers" and "Create Email Now". A red arrow points to the "Create Email Now" button. At the bottom, there is a pagination control with a "III" symbol.

## Building a Campaign

Select Category Drop down and select type of Campaign. Click Search.

**e-Strike™**

Dashboard | Campaign ▾ | Admin ▾ | Reports | Help

**Create Campaign**  
Choose template category

\* Indicates required fields

**Choose Templates**

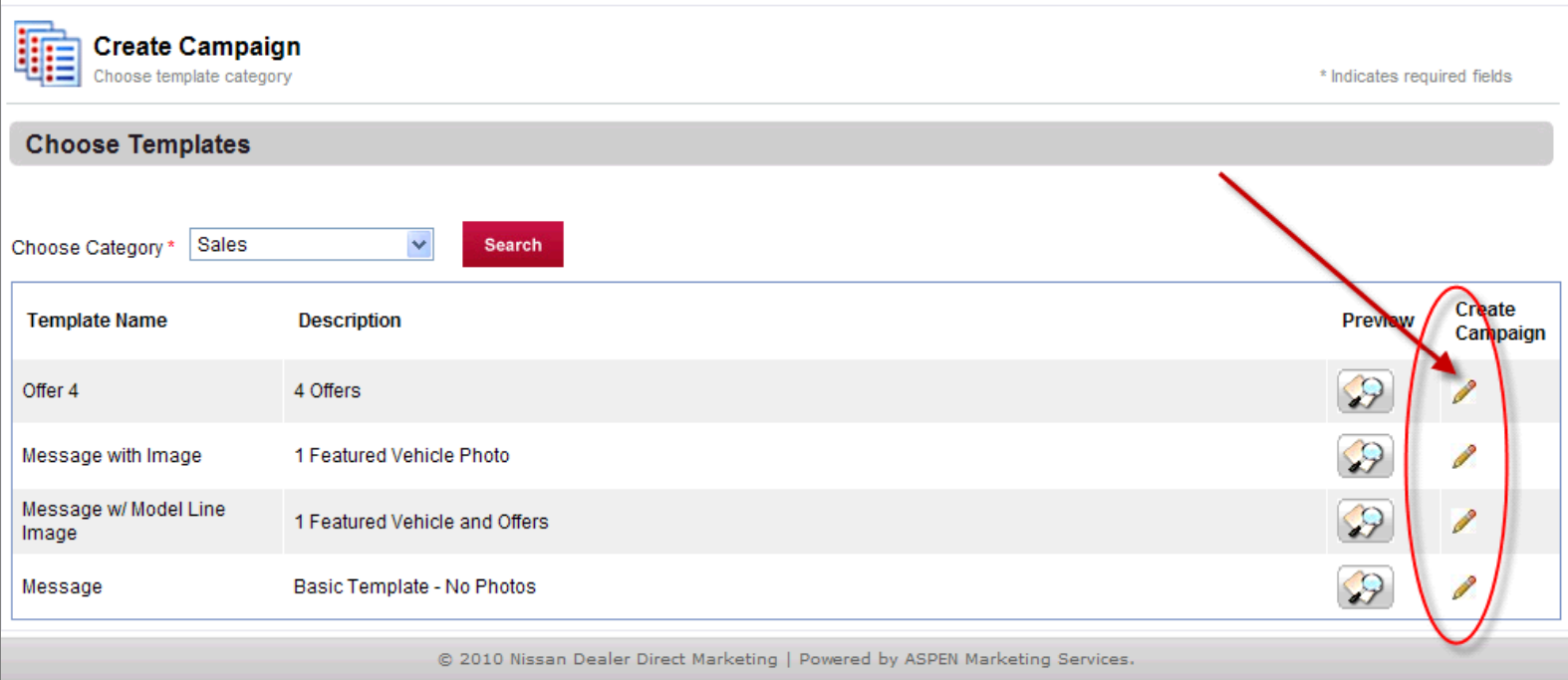
Choose Category \*   
<--Select-->  
Sales  
Featured Sales

**Search**

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## Building a Campaign

Once you select a category, choose your Template by selecting the pencil under 'Create Campaign'











**Create Campaign**  
Choose template category

\* Indicates required fields

### Choose Templates

Choose Category \*

Template Name	Description	Preview	Create Campaign
Offer 4	4 Offers		
Message with Image	1 Featured Vehicle Photo		
Message w/ Model Line Image	1 Featured Vehicle and Offers		
Message	Basic Template - No Photos		

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Template Name: Name of the Campaign Template

Description: Summary of the Type of Campaign

Preview: A PDF sample of the Campaign Template

Create Campaign: Click on the 'pencil' icon to start building your Campaign

# Building a Campaign

## STEP 1: DEALER INFORMATION

### CAMPAIGN BANNER SECTION:

Campaign Name: Name your Campaign

Select your e-mail Subject Line and Pre-header Text Line

e-mail Headline: This is an editable field. You can add additional text here.



Do not leave any field blank. ALL information in this form is required. ABC = Spell Check

### Campaign Banner

Enter your Campaign and header information.

**Campaign Name:** \* Dealer Message with Image Nissan Demo

**Email Subject Line:** \* It's easier than ever to get a new Nissan at ##DealerName##

**Pre-header Text Line:** \* Limited time offers from ##DealerName##. Visit ##DealerName## t

**Email Headline:** \* Come check out our exclusive offer only for our Valued Nissan customers! ABC

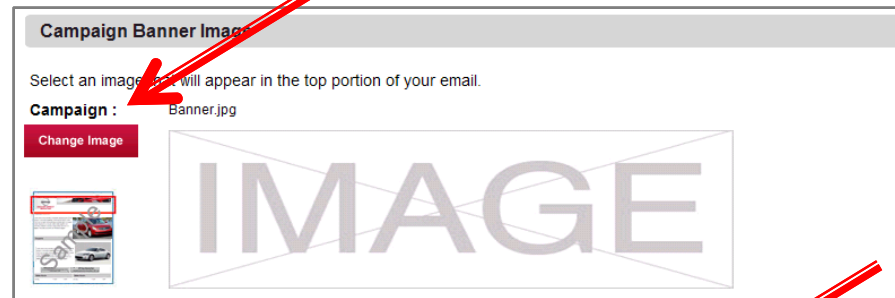
# Building a Campaign

## STEP 1: DEALER INFORMATION

### CAMPAIGN BANNER IMAGE SECTION:

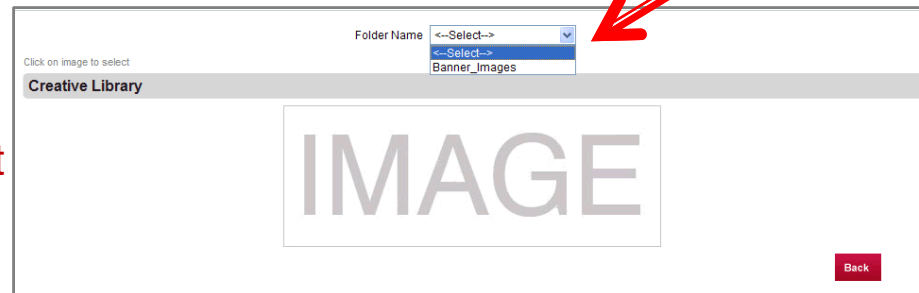
- STEP 1 DEALER INFORMATION
- STEP 2 OFFERS
- STEP 3 LIST SELECTION
- STEP 4 REVIEW & ORDER

Select 'Change Image'



Next:

Choose Banner Images Folder from Drop down list and click 'Select'




# Building a Campaign

## STEP 1: DEALER INFORMATION

### CAMPAIGN BANNER IMAGE SECTION:

Choose Campaign Banner by clicking on Image

-  **1** DEALER INFORMATION
-  **2** OFFERS
-  **3** LIST SELECTION
-  **4** REVIEW & ORDER

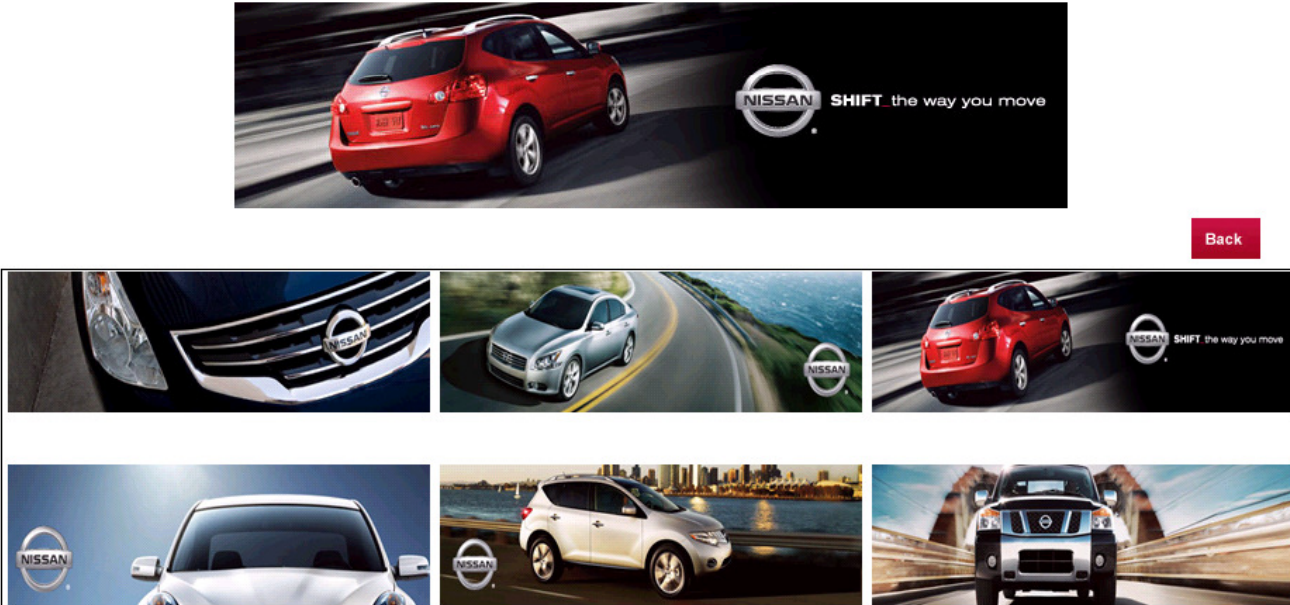
 **Creative selection**  
Create your creative for campaign \* Indicates required fields

Folder Name

Click on image to select

**Creative Library**

[Back](#)



The Creative Library displays a grid of six banner images. The top image is a large red Nissan SUV driving on a road, with the Nissan logo and the slogan 'SHIFT the way you move'. Below it are two rows of three smaller images each. The first row includes a close-up of a Nissan grille, a silver sedan on a road, and another red SUV banner. The second row includes a white sedan, a white SUV, and a silver SUV driving on a road.

# Building a Campaign

## STEP 1: DEALER INFORMATION

Review DEALER INFORMATION and HOURS are correct.


Click Save & Continue to move on to the next step.

Click Save & Close to save this campaign and work on it later. (The campaign will be under Pending Campaigns on the dashboard.)

Click Close to close the Campaign without Saving.

### Dealer Information

Review your Dealer information and hours of operation to ensure everything is correct.  
Note: If changes made to section, it only applies to this campaign. If you need to make permanent changes, contact PHQ.

Dealer Name*	Aspen RMS Nissan	Logo*	
Address*	10431 Wateridge Cir Ste 200	<a href="#">Change Image</a>	
City*	San Diego		
State*	California		
Zip Code*	92121-5774		
Phone*	8000000000		
Fax*	8000000000		
Email Address*	test@test.com		
Website*	www.test.com		
Contact Us URL*	www.test.com		

### Sales Hours

Mon *	9	00	AM	To	9	00	PM
Tue *	9	00	AM	To	9	00	PM
Wed *	9	00	AM	To	9	00	PM
Thur *	9	00	AM	To	9	00	PM
Fri *	9	00	AM	To	9	00	PM
Sat *	9	00	AM	To	9	00	PM
Sun *	9	00	AM	To	9	00	PM

Click "Save & Continue" to save your information and move onto the next step of building your email.  
Click "Save & Close" if you want to save your progress and come back later to continue building your email.

[Save & Continue](#) [Save and Close](#) [Close](#)

[^Top](#)



You can select different images for Logo by clicking on the Change Image Button.

# Building a Campaign

## STEP 2: OFFERS

### CREATE CAMPAIGN OFFER:

This screen allows you to create your Campaign Offers by selecting vehicle images/coupons.

Click 'Browse' button to select vehicle image.

### Create Campaign

Select campaign offers and/or message. \* Indicates required fields

**STEP 1** DEALER INFORMATION

**STEP 2 OFFERS**

**STEP 3** LIST SELECTION


**STEP 4** REVIEW & ORDER

#### Create Campaign Offer

Please be sure to customize each offer for this campaign.

**Purchase1**   **Purchase2**

Campaign Name	Super Sales
Campaign Offer No.	2
Vehicle Image *	<input type="button" value="Browse"/>



Click "Save & Continue" to save your information and move onto the next step of building your email.  
Click "Save & Close" if you want to save your progress and come back later to continue building your email.

- STEP 1** DEALER INFORMATION
- STEP 2 OFFERS**
- STEP 3** LIST SELECTION
- STEP 4** REVIEW & ORDER



# Building a Campaign

## STEP 2: OFFERS

CREATE CAMPAIGN OFFER:

1) Pull Drop Down to select Category

- STEP 1 DEALER INFORMATION
- STEP 2 OFFERS
- STEP 3 LIST SELECTION
- STEP 4 REVIEW & ORDER

**Creative selection**  
Create your creative for campaign

\* Indicates required fields

Folder Name <--Select-->

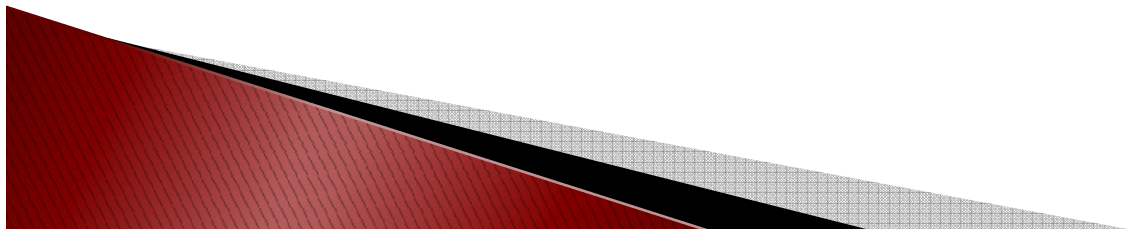
Click on image to select

**Creative Library**

Interior\_Images  
Model\_Line\_Images  
Vehicle\_Images

IMAGE

Back



# Building a Campaign

## STEP 2: OFFERS

2) Images of vehicles will appear, click on Image to select

**Creative selection**  
Create your creative for campaign

Folder Name: Model\_Line\_Images

Click on image to select

**Creative Library**

Model\_Line\_Images  
Interior\_Images  
Vehicle\_Images

2010 Rogue











- 170-hp 2.5L 4-cylinder engine
- 27 MPG Highway—over 400 miles per tank
- 60/40 split fold-down rear seat and up to 58 cubic cargo space
- Available Bluetooth® Hands-free Phone System

NISSAN

SHIFT. the way you move

Back

Year: 2010

 370z_Coupe_Featured	 Armada	 Maxima	 Rogue	 Versa_Hatchback
 370z_Coupe	 Cube	 Murano	 Sentra	 Versa_Sedan

- STEP 1 DEALER INFORMATION
- STEP 2 OFFERS
- STEP 3 LIST SELECTION
- STEP 4 REVIEW & ORDER

# Building a Campaign

## STEP 2: OFFERS

### CREATE CAMPAIGN OFFER:

Fill out required additional information

Continue creating offers until you are at the last offer, then Click Save & Continue to go on to the next step


- STEP 1 DEALER INFORMATION
- STEP 2 OFFERS
- STEP 3 LIST SELECTION
- STEP 4 REVIEW & ORDER

### Create Campaign Offer

Please be sure customize each offer for this campaign by clicking through the tabs shown here.

Lease1 Lease2 Lease3 Lease4

Campaign Name	test
Campaign Offer No.	1
Vehicle Image *	<input type="button" value="Browse"/>
Vehicle Year *	2010
Vehicle Make *	Infiniti
Vehicle Model *	QX
Financing Rate *	<input type="text"/> %
Financing Terms *	<input type="text"/>
Monthly Lease Payment	\$ <input type="text"/>
Lease period in months *	<input type="text"/>
Initial Lease Payment *	\$ <input type="text"/>
Financing Disclaimer *	<input type="text"/>
Lease Disclaimer	<input type="text"/>



Click "Save & Continue" to save your information and move onto the next step of building your email.  
Click "Save & Close" if you want to save your progress and come back later to continue building your email.

# Building a Campaign

## STEP 2: OFFERS


CREATE CAMPAIGN OFFER:

- STEP 1 DEALER INFORMATION
- STEP 2 OFFERS
- STEP 3 LIST SELECTION
- STEP 4 REVIEW & ORDER

\*\*For Purchase offers, follow the same steps as the Lease offers...

Lease1   Lease2   Lease3   **Purchase1**   Purchase2

Campaign Name	Test
Campaign Offer No.	4
Vehicle Image *	<input type="button" value="Browse"/>
Vehicle Year *	<input type="text" value="2010"/>
Vehicle Make *	<input type="text" value="Nissan"/>
Vehicle Model *	<input type="text" value="Altima Sedan"/>
MSRP *	\$ <input type="text" value="19,990"/>
Image Description	<input type="text" value="Altima Sedan"/>

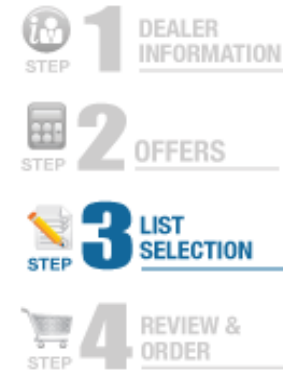


# Building a Campaign

## STEP 3: LIST SELECTION

This step allows you to set your parameters for customers to e-mail. You can select customers in the current database or upload your own lists (please view guidelines for Imported Lists.)

Once selection has been made, click Save & Continue.



### Customer Selection Source

Select category of who you would like to email.

Data Source  Owners  
 Handraisers  
 Previously Loaded Prospect(s)  
 New Prospect List(s)    Import Guidelines & Format

Mile Radius from Dealer

### Customer Vehicle Criteria

Leave blank to select ALL or specify a Make, Model and/or Year.

Make	Model	Model Year From	Model Year To
<input type="text" value="All"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

### Sales Criteria

Include = ALL or Select Exclude to apply additional filters.

Include  Exclude   Sold Vehicles  New  PreOwned

Note: Customer vehicle criteria selections are not required. If no selections are made, then all eligible customers based on the above criteria will be included. If selections are made, this will limit the number of eligible customers for the campaign.

### Customer Count Calculation

Customer count for above selection criteria:

Note: Customer count includes Owners, Handraisers and Previously Loaded Prospects with valid email address only. Count does not include new prospect list(s) that may have been loaded for this campaign.

Click "Save & Continue" to save your information and move onto the next step of building your email.  
Click "Save & Close" if you want to save your progress and come back later to continue building your email.

### CUSTOMER SELECTION SOURCE

-This section lets you choose which lists to upload.

*Check Box to select type of list.*

*For a New Prospect List, click the 'Browse' button and upload your list.*

*Select Mile Radius by clicking drop down.*

### \*CUSTOMER VEHICLE CRITERIA

-This section allows you to pick certain Makes and Models.

*Click the Drop downs to make your selection.*

*Select vehicles by Make, Model, Year, and Mileage*

*\*\*Click ADD NEW to add another vehicle make\*\**

### SALES CRITERIA

-This section allows you to pick from either New or PreOwned Vehicles for Sales Customers

### CUSTOMER COUNT CALCULATION

This section gives you a customer count based upon your selections. Click on the 'Calculate Button.'

# Building a Campaign

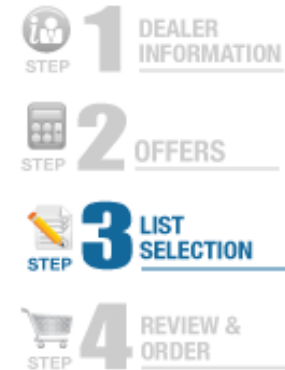
## STEP 4: REVIEW & ORDER

This is the last step to building a campaign. This is the Summary page of the campaign which allows for editing and previewing.

### Campaign Information

To Edit or Preview, click buttons. A new window will appear when you click Preview with the campaign.

To change Images for Header Image, Logo, click Edit and the 'Change Image' buttons will appear.



### Campaign Information

**Campaign Name:** Dealer Message with Image Nissan Demo

**Email Subject Line:** It's easier than ever to get a new Nissan at ##DealerName##

**Pre-header Text:** Limited time offers from ##DealerName##. Visit ##DealerName## today.

**Email Headline:** Come check out our exclusive offer only for our Valued Nissan customers!

**Campaign Banner Image:** titan\_front.jpg

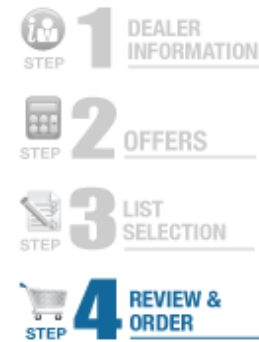
**Logo:** Nissan\_logo.JPG

[Edit](#) [Preview](#)

# Building a Campaign

## STEP 4: REVIEW & ORDER

After you click 'Edit' the 'Change Image' buttons will appear. Select the button and you will be taken back to the Step 1 Image Library. Select your new Image and when you are back in this screen, select the 'Update' Button.



### Campaign Information

**Campaign Name:** Dealer Message with Image Nissan Demo

**Email Subject Line:** It's easier than ever to get a new Nissan at ##DealerName##

**Pre-header Text:** Limited time offers from ##DealerName##. Visit ##DealerName## t

**Email Headline:** Come check out our exclusive offer only for our Valued Nissan customers! ABC ✓

**Campaign Banner Image:** titan\_front.jpg

**Logo:** Nissan\_logo.JPG

**Update** **Preview**

**Change Image**  
**Change Image**

# Building a Campaign

## STEP 4: REVIEW & ORDER

Review & Verify DEALER Information is correct. If needed, click 'Edit' and 'Preview' to review and make necessary changes.

- STEP 1 DEALER INFORMATION
- STEP 2 OFFERS
- STEP 3 LIST SELECTION
- STEP 4 REVIEW & ORDER

### Dealer Information

**Dealer Name:** Hometown Nissan

**Street Address:** 123 Main Street

**City:** Anytown

**State:** NY

**Zip Code:** 98765-4321

**Phone:** 8885551212

**Fax:** 8880000000

**Email Address:** dealer@hometownnissan.com

**Website:** http://www.hometownnissan.com

**Contact Us URL:** http://www.hometownnissan.com

**Edit** **Preview**

---

### Sales Hours

Sunday	Closed	To	Closed
Monday	9:00 AM	To	9:00 PM
Tuesday	9:00 AM	To	9:00 PM
Wednesday	9:00 AM	To	9:00 PM
Thursday	9:00 AM	To	9:00 PM
Friday	9:00 AM	To	9:00 PM
Saturday	9:00 AM	To	9:00 PM

**Edit** **Preview**



# Building a Campaign

## STEP 4: REVIEW & ORDER

Review & Verify offer templates are correct. Click 'Edit' and 'Preview' to review and make necessary changes.

- STEP 1 DEALER INFORMATION
- STEP 2 OFFERS
- STEP 3 LIST SELECTION
- STEP 4 REVIEW & ORDER

Offers

**Purchase 1**

**Dealer Message:** Special offer on our Featured Vehicle the 2010 Nissan Murano. Come into Hometown Nissan to find out more!

**Edit** **Preview**

**Purchase 2**

**Vehicle Image:** Murano.jpg

**Image Description:** N/A

**Edit** **Preview**

# Building a Campaign

## STEP 4: REVIEW & ORDER

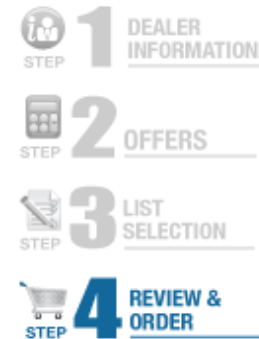
Review & Verify list selection criteria is correct. If needed, click 'Edit' and make changes to parameters.

List Selection Criteria

**List Selection Criteria**

[Edit](#) [Preview](#)

**Data Source:** Owners  
**Radius:** All  
**Sales:** Include New and Preowned vehicles  
**Customer Vehicle Criteria:** Make: All & Model: All  
**Customer Count:** 0



### Seed List

This is a list of Dealer personnel e-mail addresses who will receive the e-mail campaign as if they were a customer.

To add an e-mail, select 'Add New Seed.' Image below will appear. Fill out Seed Information and click 'OK.'

**Seed List**

This is a list of email addresses of people within your Dealership who will receive the email as if they were a customer in your chosen database. This gives you a live confirmation that your email went out the specific time it was delivered and that it looks the way you wanted it.

**DO NOT CLICK through on these emails or your tracking will be skewed.**

[Add New Seed](#)

First Name	Last Name	e-mail	Delete
Bob	Nissan	bob.nissan@hometownnissantest.com	X

**Create Seed**  
Add new seed list.

First Name

Last Name

e-mail Address

[Ok](#) [Cancel](#)

# Building a Campaign

## STEP 4: REVIEW & ORDER

### Test Campaign

Once you have verified everything is correct, you can now send yourself a 'Test Campaign' before submitting your order. Type in the e-mail address that you want the test campaign sent to and click 'Send Test e-mail.'


- STEP 1 DEALER INFORMATION
- STEP 2 OFFERS
- STEP 3 LIST SELECTION
- STEP 4 REVIEW & ORDER

### Seed List

This is a list of email addresses of people within your Dealership who will receive the email as if they were a customer in your chosen database. This gives you a live confirmation that your email went out the specific time it was delivered and that it looks the way you wanted it.  
**DO NOT CLICK through on these emails or your tracking will be skewed.**

Add New Seed

First Name	Last Name	e-mail	Delete
Bob	Nissan	bob.nissan@hometownnissantest.com	X

**Send Now :**  **Send Later :**   

### Test Campaign

Send yourself a test message now to receive a live preview of this email before you send it to customers.

E-mail Address:  **Send Test Email**  
**Preview**

Send the campaign now or on at a later date. To Send Later, select the calendar and pick your date.

# Building a Campaign

## STEP 4: REVIEW & ORDER

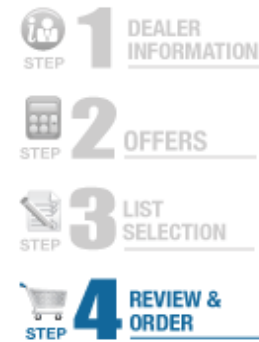
### LAST STEP

To send your e-mail campaign, click 'Submit Order.'

**WARNING:** You CANNOT make edits after you submit your order.

OR

Click 'Save & Close' if you want to save your progress and come back later to review , make changes and to send your e-mail.

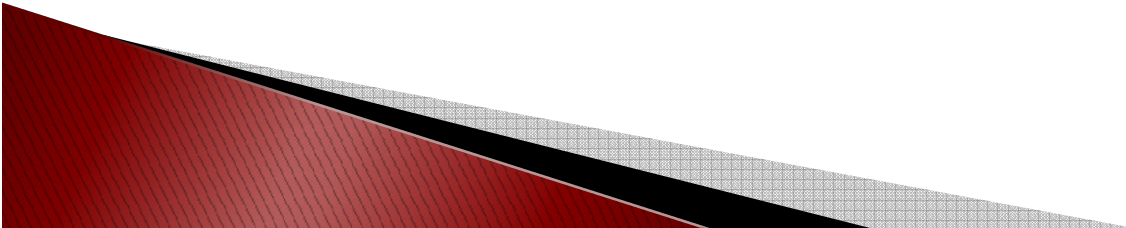


Click "Submit Order" to send this email. **WARNING:** You cannot make edits after you click "Submit Order".If you choose the Send Now option, your Email will be sent IMMEDIATELY.

Click "Save & Close" if you want to save your progress and come back later to review, make changes, and send your email.

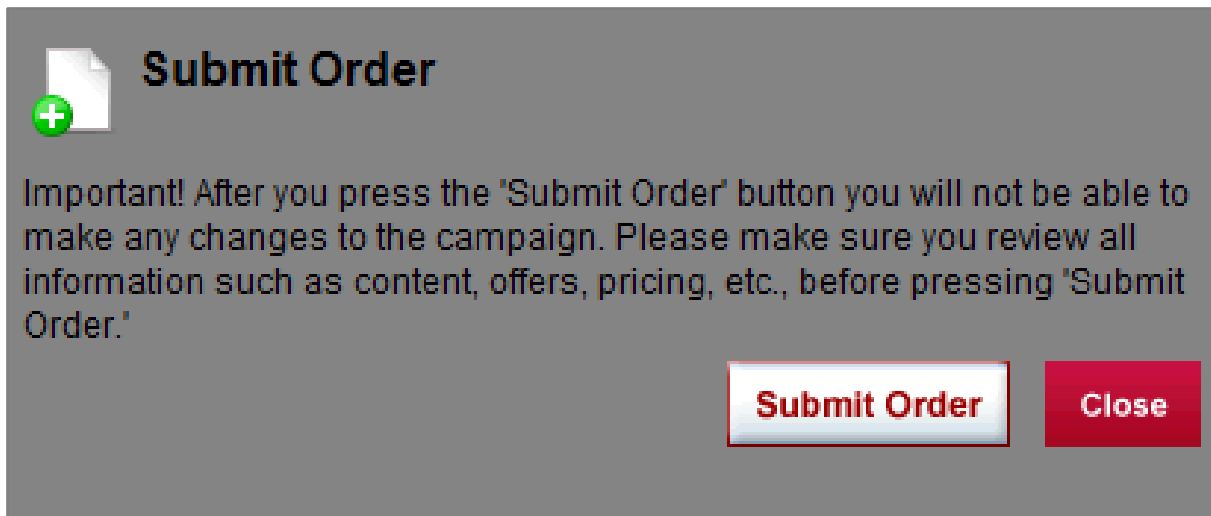
[Back](#) [Save and Close](#) [Submit Order](#) [Close](#)

Click 'Submit Order' to send campaign to customers



## Building a Campaign

After hitting Submit Order button, the following box will appear. Select Submit Order if you're ready for your order to be fulfilled.



**Submit Order**


Important! After you press the 'Submit Order' button you will not be able to make any changes to the campaign. Please make sure you review all information such as content, offers, pricing, etc., before pressing 'Submit Order.'

**Submit Order** **Close**

- STEP 1 DEALER INFORMATION
- STEP 2 OFFERS
- STEP 3 LIST SELECTION
- STEP 4 REVIEW & ORDER

# Congratulations! Your Campaign is complete!

The following confirmation will appear. Please contact Program Headquarters as needed.

**Campaign Confirmation**

**Submit Complete**

Congratulations! You have successfully submitted your campaign! Reference the Dashboard section of e-Strike to review campaign delivery details, and be sure to check back after 24 hours to view campaign report details (Email Performance by List and Email Performance by Domain). These reports will update daily, as new campaign information becomes available. If you have any questions, please contact:

Program Headquarters  
Phone: (800) 429-6223  
Fax: (800) 418-9351  
E-mail: [ContactNissan@supportcenter.net](mailto:ContactNissan@supportcenter.net)



[Done](#)

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TO CHECK THE COMPLETED STATUS OF YOUR CAMPAIGN, ACCESS YOUR DASHBOARD AND LOOK UNDER COMPLETED CAMPAIGNS AT THE BOTTOM OF THE SCREEN.

**Completed Campaigns** [View All](#)

Review your completed campaigns, get final report data and/or duplicate a previous campaign to use again.

Campaign Name	Submit Date	Category	e-mail Count	Preview	Copy	Report	Campaign Summary
Super Sales February	2/4/2010 2:51:59 PM	Sales	5900			<a href="#">View</a>	Preview

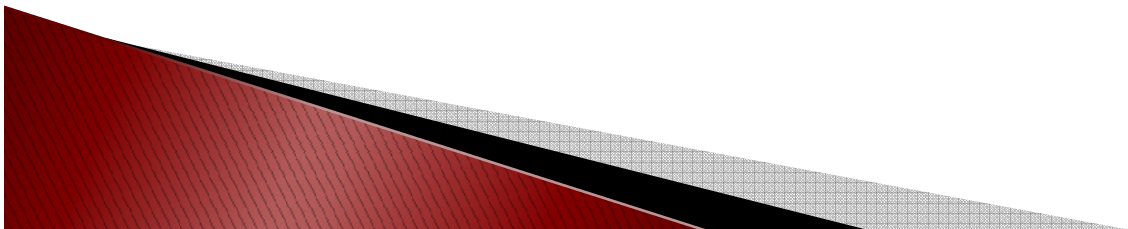
## Customization: Brand your e-Strike e-mail!

We'll upload your web-ready creative at no additional charge.

- e-mail: [ContactNissan@supportcenter.net](mailto:ContactNissan@supportcenter.net) with the images you would like loaded.
- Please follow the formats listed below:
  - Jpg file format
  - 72 dpi
  - Image size may vary based on where you want to load the image:
    - Banner: 592 x 147 pixels
    - Vehicles: 280 x 151 pixels
    - Dealer Logo: 173 x 96 pixels (You may choose your own Dealer Logo)
    - Featured Vehicle Images: 592 x 257 pixels

Creative fees may apply for custom creative requests.

- Please contact your Nissan MSR for details.



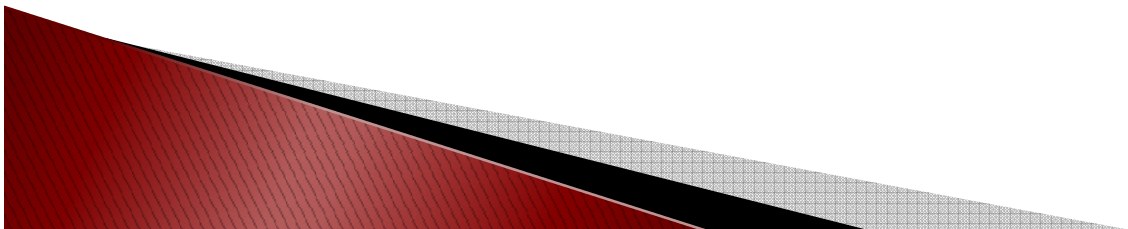
## E-mail Cleansing Service Included

Prospect lists are cleansed to ensure the highest delivery rates possible. The e-mail cleanse process corrects e-mail addresses, such as:

customer@yaho.com TO customer@yahoo.com

noe-mail@noe-mail.com is flagged as a Bad e-mail and is sent off for e-mail append.

Corrects missing or incomplete .com, .net suffixes.





# REPORTING:

There are three reports that can be accessed within e-Strike

- a) Performance by List
- b) Performance by Domain

Reports can be viewed through 1) the Completed section on the Dashboard or 2) via the Reports link on the top menu bar.

Completed Campaigns							View All
Review your completed campaigns, get final report data and/or duplicate a previous campaign to use again.							
Campaign Name	Submit Date	Category	e-mail Count	Preview	Copy	Report	Campaign Summary
Super Sales February	2/4/2010 2:51:59 PM	Sales	5900			<b>1</b> <a href="#">View</a>	<a href="#">Preview</a>

**e-Strike™**  
Dashboard | Campaign | Admin | **Reports** | Help | **2**

**e-Strike Reports**  
Campaign Summary Reports

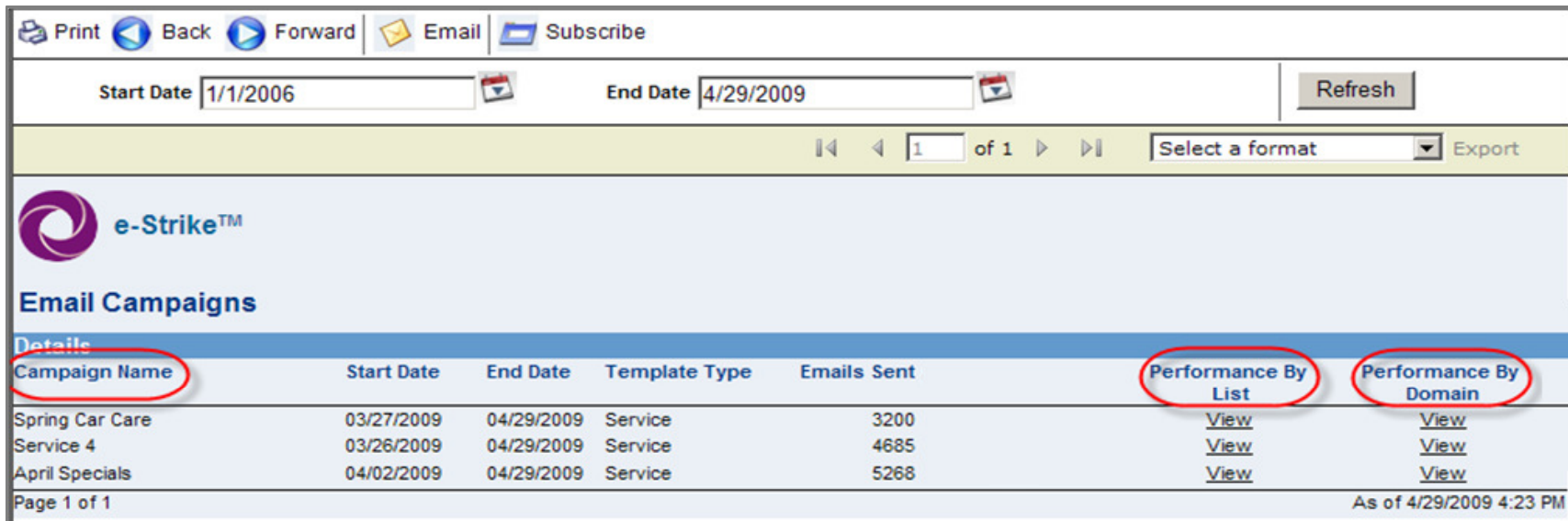
Reports

Click on link below to view Campaign Reports.

- Dealership Campaign Reports
- Admin Campaign Reports

## REPORTING Cont.:

Once in the reporting module, the reports will be listed by campaign name and sorted with most recent deployed campaign on top:



The screenshot displays the e-Strike reporting interface. At the top, there are navigation buttons for Print, Back, Forward, Email, and Subscribe. Below these are date selection fields for Start Date (1/1/2006) and End Date (4/29/2009), along with a Refresh button. A pagination bar shows '1 of 1' and an 'Export' button. The main content area features the e-Strike logo and the title 'Email Campaigns'. A table titled 'Details' lists the following campaigns:

Campaign Name	Start Date	End Date	Template Type	Emails Sent	Performance By List	Performance By Domain
Spring Car Care	03/27/2009	04/29/2009	Service	3200	<a href="#">View</a>	<a href="#">View</a>
Service 4	03/26/2009	04/29/2009	Service	4685	<a href="#">View</a>	<a href="#">View</a>
April Specials	04/02/2009	04/29/2009	Service	5268	<a href="#">View</a>	<a href="#">View</a>

Page 1 of 1 As of 4/29/2009 4:23 PM

- 1) Campaign Name: List of deployed campaigns
- 2) Performance by List: Campaign performance at the list level
  - a. Report is available 24 hours POST campaign deployment
- 3) Performance by Domain: Campaign performance at the domain level
  - a. Report is available 24 hours POST campaign deployment

## REPORTING: Performance by List

Results are at the campaign level for your DEALER. This report is available 24 hours post campaign deployment. Because open rates are skewed by the preview pane *and* images being turned on/off, this metric is not widely recognized within the industry as being reliable. It is standard in the newer e-mail clients to have images turned off until the recipient either adds the sender to a white list or the recipient turns on images. With images turned off, the transparent pixel we use to track opens will not render and therefore will not track back as an open. Further, open rates will be counted for e-mails seen in a preview pane with images turned on, even though the customer may not have read the e-mail. Note, this report will be available to view 24 hours after campaign deployment.

### Commonly Used Terms:

*Hard Bounce:* E-mail that has bounced back to the sender undelivered without having been accepted by the recipient's mail server. For example, e-mail addresses that no longer exist at the domain or have been spelled incorrectly, such as customer @yaho.com instead of customer@yahoo.com.


*Soft Bounce:* E-mail that has bounced back to the sender undelivered after it has already been accepted by the recipient's mail server. For example, a recipient's e-mail inbox is full or an "out of office" notification is turned on.

*Unsubscribe:* A request by a recipient to be removed from future e-mail communications. This total includes both clicks completed via the footer link, and by the recipient clicking the spam button provided by his/her e-mail client.

*Unique Click-Through:* The initial process of a single visitor clicking on a Web advertisement and/or link and going to the advertiser's Web site.

# REPORTING: Performance by List

Sample of a Performance by List Report:



**e-Strike™**

### Campaign Performance by List

**Campaign Name: Spring Car Care**  
Campaign response measurement is not complete until all data is received through 04/24/2009

**Campaign Summary**

Dealer Name:	Hometown Motors	Emails Sent:	<u>4685</u>
Dealer Id:	48723	Emails Delivered:	<u>2716</u>
Campaign Name:	Spring Car Care	Emails Opened:	<u>138</u>
Template Type:	Service	Click Throughs:	<u>12</u>
Email Subject:	Check out our current car care specials today!	Total Bounces:	<u>1969</u>
Date Sent:	03/25/2009	Hard Bounce:	<u>111</u>
Response Dates:	03/25/2009 To 04/24/2009	Soft Bounce:	<u>70</u>
List Criteria:	Customer Source: Owners, Previously Loaded Prospect List(s)	Other Bounce:	<u>1788</u>
	Radius: All	Unsubscribes:	<u>56</u>
	Sales: Include New and Preowned Vehicles		
	Make: All & Model: All		

# REPORTING: Performance by List



## Campaign Performance by List

**Campaign Name: Spring Car Care**  
 Campaign response measurement is not complete until all data is received through 04/24/2009

Campaign Summary	
Dealer Name:	Hometown Motors
Dealer Id:	48723
Campaign Name:	Spring Car Care
Template Type:	Service
Email Subject:	Check out our current car care specials today!
Date Sent:	03/25/2009
Response Dates:	03/25/2009 To 04/24/2009
List Criteria:	Customer Source: <b>Owners, Previously Loaded Prospect List(s)</b> Radius: All Sales: Include New and Preowned Vehicles Make: All & Model: All

<b>1</b> Emails Sent:	<u>4685</u>
<b>2</b> Emails Delivered:	<u>2716</u>
<b>3</b> Emails Opened:	<u>138</u>
<b>4</b> Click Throughs:	<u>12</u>
<b>6</b> Total Bounces:	<u>1969</u>
<b>7</b> Hard Bounce:	<u>111</u>
<b>8</b> Soft Bounce:	<u>70</u>
<b>9</b> Other Bounce:	<u>1788</u>
<b>10</b> Unsubscribes:	<u>56</u>

**Note: Values that have underline are have drill down feature in order to see category features**

- 1) Response Dates: Report details are for a 30 day period.
- 2) List Criteria: Customer selection criteria for the campaign results being displayed.
- 3) e-mails Sent: Number of e-mails deployed for this campaign.
- 4) e-mails Delivered: Number of e-mails delivered for this campaign.
- 5) e-mails Opened: Number of e-mails that have been opened.
- 6) Click Throughs: Number of customers who have clicked through content in the e-mail.
- 7) Total Bounce: Total number of e-mails that have bounced.
- 8) Hard Bounce: Total number of e-mails that have bounced back to the sender undelivered without having been accepted by the recipient's e-mail server (i.e.: e-mail addresses that no longer exist at the domain).
- 9) Soft Bounce: : *Total number of e-mails* that have bounced back to the sender undelivered after it has already been accepted by the recipient's mail server (i.e.: a recipient's e-mail inbox is full or an "out of office" notification is turned on).
- 10) Other Bounce: Total number of e-mails that have bounced back to the sender undelivered without having been accepted by the recipient's e-mail server (i.e.: technical issues at customer's e-mail server).
- 11) Unsubscribes: A request by a recipient to be removed from future e-mail communications.

# REPORTING: Performance by List



**e-Strike™**

## Campaign Performance by List

**Campaign Name: Spring Car Care**  
 Campaign response measurement is not complete until all data is received through 04/24/2009

**Campaign Summary**

Dealer Name:	Hometown Motors	Emails Sent:	<u>4685</u>
Dealer Id:	48723	Emails Delivered:	<u>2716</u>
Campaign Name:	Spring Car Care	Emails Opened:	<u>138</u>
Template Type:	Service	Click Throughs:	<u>12</u>
Email Subject:	Check out our current car care specials today!	Total Bounces:	<u>1969</u>
		Hard Bounce:	<u>111</u>
Date Sent:	03/25/2009	Soft Bounce:	<u>70</u>
Response Dates:	03/25/2009 To 04/24/2009	Other Bounce:	<u>1788</u>
List Criteria:	Customer Source: Owners, Previously Loaded Prospect List(s)	Unsubscribes:	<u>56</u>
	Radius: All		
	Sales: Include New and Preowned Vehicles		
	Make: All & Model: All		

**Note: Values that have underline are have drill down feature in order to see category features**

Sample of e-mails Sent using drill down feature:



**e-Strike™**

**Campaign Name: Spring Car Care**  
 Campaign Date: 03/27/2009

**Details - Emails Sent**


Customer Type	First Name	Last Name	Email Address	Address	City	State	ZipCode	Home Phone	Work Phone
Company					South Jordan	Utah	84095		
Company					Salt Lake City	Utah	84117	801-266-3054	801-268-8863
Company					Spokane Valley	Washington	99212	519-535-7738	
Company					Kearns	Utah	84118	801-968-2045	801-554-5686
Company					Midvale	Utah	84047	801-548-6298	801-815-0203
Individual					Casper	Wyoming	82609	307-421-1305	
Individual					Spanish Fork	Utah	84660	801-794-0675	
Individual					Murray	Utah	84123	801-916-7701	801-918-0773
Individual					West Valley	Utah	84128	955-8258	913-8384
Individual					Taylorsville	Utah	84123	801-347-1101	
Individual					Salt Lake City	Utah	84128	801-651-1364	
Individual					West Jordan	Utah	84084	801-840-1591	801-594-7125
Individual					Draper	Utah	84020	801-523-1196	801-680-1050
Individual					North Salt Lake	Utah	84054	801-599-3351	
Individual					Salt Lake City	Utah	84116	801-671-9835	
Individual					Salt Lake City	Utah	84108	801-581-9244	
Individual					Midvale	Utah	84047	801-255-7462	
Individual					Murray	Utah	84121	801-598-0656	
Individual					Salt Lake City	Utah	84120	801-966-6226	

\*For privacy reasons, First Name, Last Name, e-mail Address and Address have been removed from report samples.

## REPORTING: Performance by Domain

This report is available 24 hours post campaign deployment. Domains are defined by the IP address, a code made up of numbers separated by three dots that identifies a particular computer on the Internet. All devices sharing a common part of the IP address are said to be in the same domain. Identifying which domains your customers are using will assist in uncovering issues and trends that are caused by domain-specific factors, such as filtering, blocking, e-mail client problems and demographics unique to each domain.

Sample of Performance by Domain Report:




**Campaign Performance by Domain**  
 Campaign Name: April Specials  
 Campaign Date: 04/02/2009

Details								
Domain Name	Sent	Delivered	Bounce	% of Delivered by Domain	Bounce Rate	Open Rate	Click Through Rate	UnSub Rate
YAHOO.COM	2186	2028	158	92.77 %	7.23 %	1.51 %	0.41 %	0.00 %
AOL.COM	1141	1108	33	97.11 %	2.89 %	5.87 %	0.88 %	0.00 %
HOTMAIL.COM	671	661	10	98.51 %	1.49 %	14.46 %	1.94 %	0.00 %
sbcglobal.net	429	398	31	92.77 %	7.23 %	6.53 %	2.10 %	0.00 %
MSN.COM	154	150	4	97.40 %	2.60 %	16.23 %	1.30 %	0.00 %
GMAIL.COM	78	77	1	98.72 %	1.28 %	1.28 %	0.00 %	0.00 %
ATT.NET	73	57	16	78.08 %	21.92 %	12.33 %	0.00 %	0.00 %
comcast.net	47	40	7	85.11 %	14.89 %	0.00 %	0.00 %	0.00 %
AMERITECH.NET	42	40	2	95.24 %	4.76 %	4.76 %	2.38 %	0.00 %
WOWWAY.COM	16	0	16	0.00 %	100.00 %	0.00 %	0.00 %	0.00 %
Other Domains	431	350	81	81.21 %	18.79 %	16.94 %	6.26 %	0.00 %
<b>Total</b>	<b>5268</b>	<b>4909</b>	<b>359</b>	<b>93.19 %</b>	<b>6.81 %</b>	<b>6.36 %</b>	<b>1.35 %</b>	<b>0.00 %</b>

*Domain:* Domains are defined by the IP address, a code made up of numbers separated by three dots that identifies a particular computer on the Internet. All devices sharing a common part of the IP address are said to be in the same domain. Identifying which domains your customers are using will assist in uncovering issues and trends that are caused by domain-specific factors, such as filtering, blocking, e-mail client problems and demographics unique to each domain.

# REPORTING: Performance by Domain

 **e-Strike™**

**Campaign Performance by Domain**

Campaign Name: April Specials  
 Campaign Date: 04/02/2009

	1	2	3	4	5	6	7	8
Details								
Domain Name	Sent	Delivered	Bounce	% of Delivered by Domain	Bounce Rate	Open Rate	Click Through Rate	UnSub Rate
YAHOO.COM	2186	2028	158	92.77 %	7.23 %	1.51 %	0.41 %	0.00 %
AOL.COM	1141	1108	33	97.11 %	2.89 %	5.87 %	0.88 %	0.00 %
HOTMAIL.COM	671	661	10	98.51 %	1.49 %	14.46 %	1.94 %	0.00 %
sbcglobal.net	429	398	31	92.77 %	7.23 %	6.53 %	2.10 %	0.00 %
MSN.COM	154	150	4	97.40 %	2.60 %	16.23 %	1.30 %	0.00 %
GMAIL.COM	78	77	1	98.72 %	1.28 %	1.28 %	0.00 %	0.00 %
ATT.NET	73	57	16	78.08 %	21.92 %	12.33 %	0.00 %	0.00 %
comcast.net	47	Email Campaign	7	85.11 %	14.89 %	0.00 %	0.00 %	0.00 %
AMERITECH.NET	42	40	2	95.24 %	4.76 %	4.76 %	2.38 %	0.00 %
WOWWAY.COM	16	0	16	0.00 %	100.00 %	0.00 %	0.00 %	0.00 %
Other Domains	431	350	81	81.21 %	18.79 %	16.94 %	6.26 %	0.00 %
<b>Total</b>	<b>5268</b>	<b>4909</b>	<b>359</b>	<b>93.19 %</b>	<b>6.81 %</b>	<b>6.36 %</b>	<b>1.35 %</b>	<b>0.00 %</b>

*Domain:* Domains are defined by the IP address, a code made up of numbers separated by three dots that identifies a particular computer on the Internet. All devices sharing a common part of the IP address are said to be in the same domain. Identifying which domains your customers are using will assist in uncovering issues and trends that are caused by domain-specific factors, such as filtering, blocking, e-mail client problems and demographics unique to each domain.

- 1) Sent: Total number of e-mails sent to that Domain.
- 2) Delivered: Total number of e-mails delivered to that Domain.
- 3) Bounce: Total number of e-mails that have bounced.
- 4) % of Delivered by Domain: % of e-mails delivered to that domain using a calculation of Delivered / Sent.
- 5) Bounce Rate: % of total e-mails that have bounced for that domain. Uses calculation of Bounce / Sent.
- 6) Open Rate: % of customers who have opened e-mail using a calculation of Open Rate / Delivered.
- 7) Click Through Rate: % of customers who have clicked through e-mail using a calculation of Click Through Total / Delivered.
- 8) Unsubscribe Rate: % of customers who have unsubscribed using a calculation of Unsubscribe Total / Delivered.



# REPORTING: Performance by Domain

**e-Strike™**  
**Campaign Performance by Domain**  
 Campaign Name: April Specials  
 Campaign Date: 04/02/2009

Note: Values that are underlined have a drill down feature in order to see category details and customer information.

Domain Name	Sent	Delivered	Bounce	% of Delivered by Domain	Bounce Rate	Open Rate	Click Through Rate	UnSub Rate
YAHOO.COM	<u>2186</u>	2028	158	92.77 %	7.23 %	1.51 %	0.41 %	0.00 %
AOL.COM	<u>1141</u>	1108	33	97.11 %	2.89 %	5.87 %	0.88 %	0.00 %
HOTMAIL.COM	<u>671</u>	661	10	98.51 %	1.49 %	14.46 %	1.94 %	0.00 %
sbcglobal.net	<u>429</u>	398	31	92.77 %	7.23 %	6.53 %	2.10 %	0.00 %
MSN.COM	<u>154</u>	150	4	97.40 %	2.60 %	16.23 %	1.30 %	0.00 %
GMAIL.COM	<u>78</u>	77	1	98.72 %	1.28 %	1.28 %	0.00 %	0.00 %
ATT.NET	<u>73</u>	57	16	78.08 %	21.92 %	12.33 %	0.00 %	0.00 %
comcast.net	<u>47</u>	40	7	85.11 %	14.89 %	0.00 %	0.00 %	0.00 %
AMERITECH.NET	<u>42</u>	40	2	95.24 %	4.76 %	4.76 %	2.38 %	0.00 %
WOWWAY.COM	<u>16</u>	0	16	0.00 %	100.00 %	0.00 %	0.00 %	0.00 %
Other Domains	<u>431</u>	350	81	81.21 %	18.79 %	16.94 %	6.26 %	0.00 %
<b>Total</b>	<b>5268</b>	<b>4909</b>	<b>359</b>	<b>93.19 %</b>	<b>6.81 %</b>	<b>6.36 %</b>	<b>1.35 %</b>	<b>0.00 %</b>

*Domain:* Domains are defined by the IP address, a code made up of numbers separated by three dots that identifies a particular computer on the Internet. All devices sharing a common part of the IP address are said to be in the same domain. Identifying which domains your customers are using will assist in uncovering issues and trends that are caused by domain-specific factors, such as filtering, blocking, e-mail client problems and demographics unique to each domain.

Sample of e-mails Sent using drill down feature:

Print Back Forward Email Subscribe Refresh

1 of 13 Select a format Export

**e-Strike™**  
 Campaign Name: Spring Car Care  
 Campaign Date: 03/27/2009

**Details - Emails Sent by YAHOO.COM**

Customer Type	First Name	Last Name	Email Address	Address	City	State	ZipCode	Home Phone	Work Phone
Company					Midvale	Utah	84047	801-548-6298	801-815-0203
Individual					Spanish Fork	Utah	84660	801-794-0675	
Individual					Taylorsville	Utah	84123	801-347-1101	
Individual					Salt Lake City	Utah	84128	801-651-1364	
Individual					West Jordan	Utah	84084	801-840-1591	801-594-7125
Individual					North Salt Lake	Utah	84054	801-599-3351	
Individual					Salt Lake City	Utah	84108	801-581-9244	
Individual					West Jordan	Utah	84084	801-969-5913	801-280-4745
Individual					Sic	Utah	84117	801-277-7620	
Individual					West Jordan	Utah	84088	801-566-3358	801-646-4273
Individual					Layton	Utah	84040	801-771-8874	801-776-6566
Individual					Sandy	Utah	84070	801-571-8926	801-883-4018
Individual					Farmington	Utah	84025	330-1039	
Individual					West Jordan	Utah	84084	801-282-0128	
Individual					West Valley City	Utah	84120	801-849-2462	801-486-0144
Individual					City	Utah	84118	801-913-7373	801-262-6428
Individual					Holladay	Utah	84117	801-949-7949	801-277-5813
Individual					West Valley City	Utah	84119	801-347-2666	801-604-9554

\*For privacy reasons, First Name, Last Name, e-mail Address and Address have been removed from report samples.

## REPORTING: Tips

Each report view provides the following functionality:

- 1) Print capability
- 2) Back Button: Allows for you to go back to previous screen/page.
- 3) Forward Button: Allows for you to move forward to next screen/page.
- 4) e-mail: Option allows ability to e-mail report details.
- 5) Subscribe: Option allows for ability to schedule report to run at given day or time.
- 6) Refresh: Allows report to be refreshed.
- 7) Export Feature: Allows report to be exported to various format types by selecting the format type and hitting Export.

The screenshot shows a web-based reporting interface. At the top, there is a navigation bar with icons and labels: 1) Print, 2) Back, 3) Forward, 4) Email, and 5) Subscribe. Below this is a search bar and a 6) Refresh button. The main content area features the e-Strike logo and the title 'Campaign Performance by Domain'. Below the title, it displays 'Campaign Name: April Specials' and 'Campaign Date: 04/02/2009'. On the right side, there is an 'Export' button with a dropdown menu open, showing options: 'Select a format', 'XML file with report data', 'CSV (comma delimited)', 'Acrobat (PDF) file', 'MHTML (web archive)', 'Excel', 'TIFF file', and 'Word'. A 7) Export Formats button is located below the dropdown. A pagination control shows '1 of 1'.

# THANK YOU



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