# Metamail Opens Up New Software Horizons

metamail

After having sold over 3 million copies of its award winning Photovista panoramic photo editing software, iseemedia Inc. discovered it had a big problem. Despite the program's popularity, few users were bothering to register their products, either online or by regular mail.

"**It turned out that we didn't know who nine out of ten of our customers were**" says Marsha Scharf, iseemedia's Marketing Manager. Worse, the company lacked an effective communication strategy. It had virtually no online relationship with its customers, forgoing a potentially lucrative source of untapped revenue. When it came time to search for a solution, the company turned to Metamail.

"We needed to not only dramatically improve our registration rates but also significantly enhance our customer communications and online revenues." says Scharf. The company was particularly interested in promoting upgrades, as well as introducing users to new iseemedia products, especially those offered as free trial downloads from the company's Web site.

After an in-depth review of iseemedia's needs, Metamail designed a two-prong strategy that combined enhanced customer registration with an automated email marketing solution aimed at encouraging free-trial users to purchase. The first stop was iseemedia's software engineering department which oversaw the bundling of Metamail with the latest version of Photovista, a process that took less than a day to fully implement and test.

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Metamail's software was programmed to display a customized "product registration card" in Metamail's unique message format following an iseemedia product installation. The card not only captures customer and product data but also obtains the user's permission to receive future product-related messages. Metamail streamlined iseemedia's entire registration process, making it fast and convenient for their customers to register products even if they are not connected to the Internet at the time of installation. The results were swift and dramatic. Once Metamail was installed, registration rates rose to over 50% - **a ten fold performance increase.**
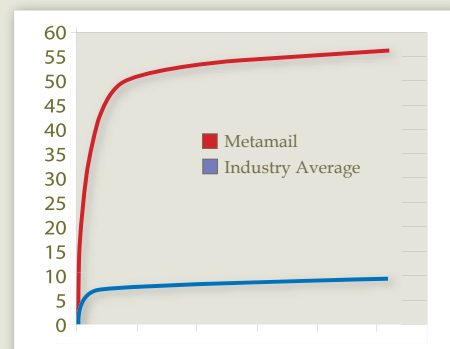
*Metamail's product registration solution delivers ten times the performance of industry alternatives.*

Next, Metamail put in place a comprehensive program aimed at encouraging users to download iseemedia's free-trial products, then convert them to paying customers before expiration.

The campaign begins the moment the user finishes downloading and installing an iseemedia product. A Metamail formatted message thanks the user for trying the product and encourages them to explore links to web pages with valuable tips and tricks. A series of follow-up messages arrives automatically over the next two weeks, culminating in an offer to buy the product at a hefty discount.

After installing Metamail, conversion rates and revenues more than doubled.
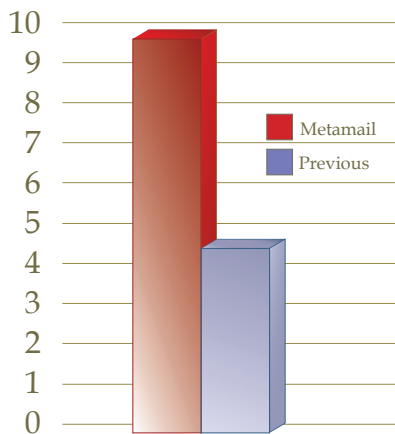


*Indexed Conversion Response*

As a result of the program success, iseemedia has decided to incorporate Metamail into all its products, including the award-winning line of Reality Studio web design tools.
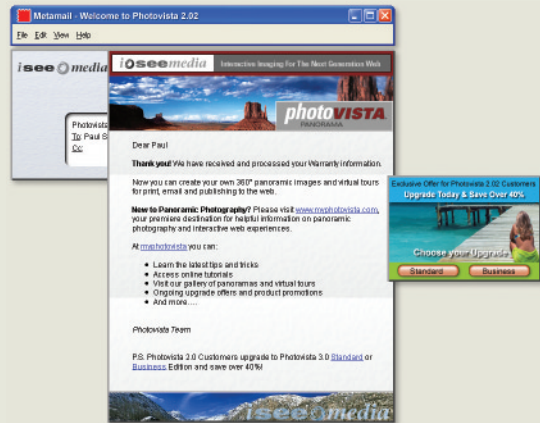


*Automated Welcome Message*



*Campaign Conversion Message*

- O Increase your registration base
- O Build an engaging customer dialogue
- O Retain loyal customers
- O Increase customer spend
- O Generate incremental revenue