

# 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 a web-based organization, email marketing brings prospects and customers directly to you at a very low cost and fits perfectly with social media. The return on investment from email was rated "excellent" or "good" by 72 percent of marketers in a 2011 Econsultancy survey.

For the highest ROI, AWeber provides the tools to create, manage, analyze and optimize your email marketing. If you don't have a full team of copywriters, designers and developers, AWeber makes it easy to do it yourself. We also make it easy for agencies and freelancers to use our service, so whichever route you take, you're covered.

## The AWeber Difference

Here's why more than 110,000 businesses, nonprofits and agencies trust AWeber for their email marketing:



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



**Expert Customer Support:** You can reach our trained, US-based agents with any questions seven days a week: toll-free phone, chat and email help Monday-Friday 8:00 a.m.-8:00 p.m. ET, and chat and email Saturday-Sunday 9:00 a.m.-5:00 p.m. ET.



**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, free live webinars and [an award-winning, frequently updated blog](#).



**Secure and Reliable Systems:** Your information is safe with us, and your account is fully accessible 24/7/365. 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 you specify. Both have an easy-to-use drag-and-drop editor.



**Email and Web Form Templates:** Choose from over 150 easy to customize templates, with single and multiple column designs. Create effective web forms in just three simple steps with templates that match the email templates, and start getting subscribers from your website.



**Analytics:** Find out who is (and isn't) opening, clicking, downloading and buying from your emails. You can use this information to improve future sends, create new targeted groups of subscribers and find ways to improve your results.



**Segmenting:** Send more relevant messages to subscribers based on their behavior (opens, clicks, purchases) or demographics such as location, age, gender or other account information from your web forms.



**Split Testing:** Use our free testing tools to see what works and optimize your email campaigns. With easy to setup and track A/B split testing for web forms and broadcasts, you'll be increasing your conversion rate in no time.



**Affiliate Program:** Get a check from us for every new customer you refer to AWeber. There's no cost to sign up, and you receive a 30 percent recurring commission on active customers, as our way of saying thanks.



**Apps:** Extend the functionality of your AWeber account with social apps and plug-ins for Facebook, Wordpress, PayPal, CRM software and more. You can also integrate your own apps with the open source AWeber API for more flexibility.

Our most popular features in detail:

## Messages and Tools

Broadcasts	For newsletters and time-sensitive announcements
Autoresponders	Interval-based messages
Welcome Email	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 free by <a href="#">SpamAssassin</a>

## Popular 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	Send blog posts automatically in easy-to-read newsletter format
Wordpress Sign Ups	<a href="#">Add subscribers</a> from WordPress sites, including <a href="#">from blog comments</a>
Unbounce	Subscribers from your Unbounce pages are <a href="#">added to your list</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	Social CRM tool shows contacts and conversations all <a href="#">in one place</a> .

## Analytics and Testing

Track Opens	See who did and didn't open messages
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 website
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

All packages include full features and unlimited lists, plus no caps or overage fees for number of emails sent!

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 special pricing at 1-877-AWEBER-1.

Start with our monthly plan for just \$1 the first month. This gives you **full-featured access** to our service and no limits on the number of emails sent, so you can be sure that AWeber is the right choice for you.

We also offer special pricing for nonprofits and student accounts:

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

## What AWeber Customers Say

"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*

"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.*

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