

Sooma **email**

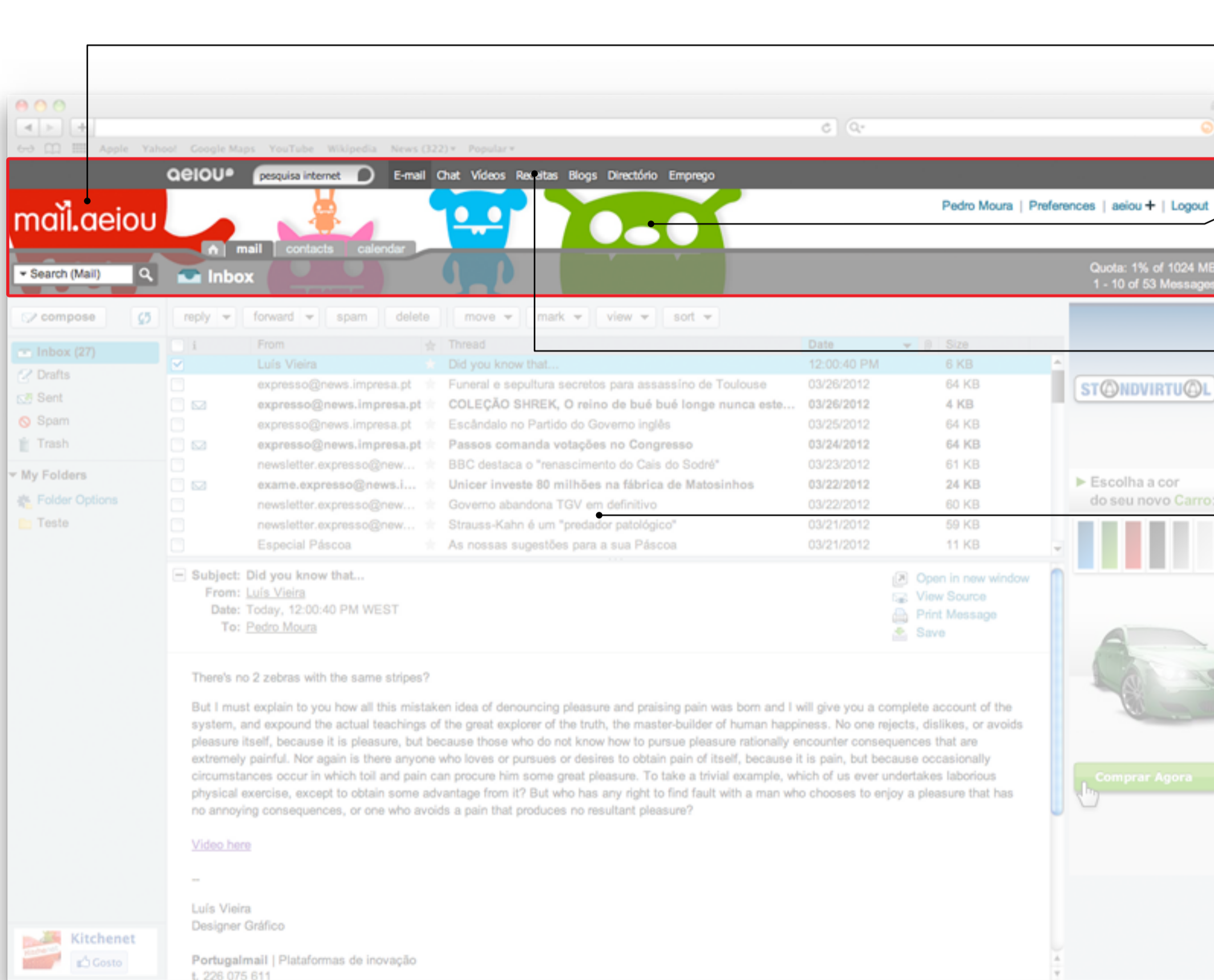
CUSTOMIZATION



loving email

Branding

Strengthen brand engagement



Logo

Increase brand awareness.

Background*

Cheerful and animated backgrounds to captivate users.

Top bar*

Links to other services or pages of your website.

Skin

Appearance & color scheme according to your brand design or preference.

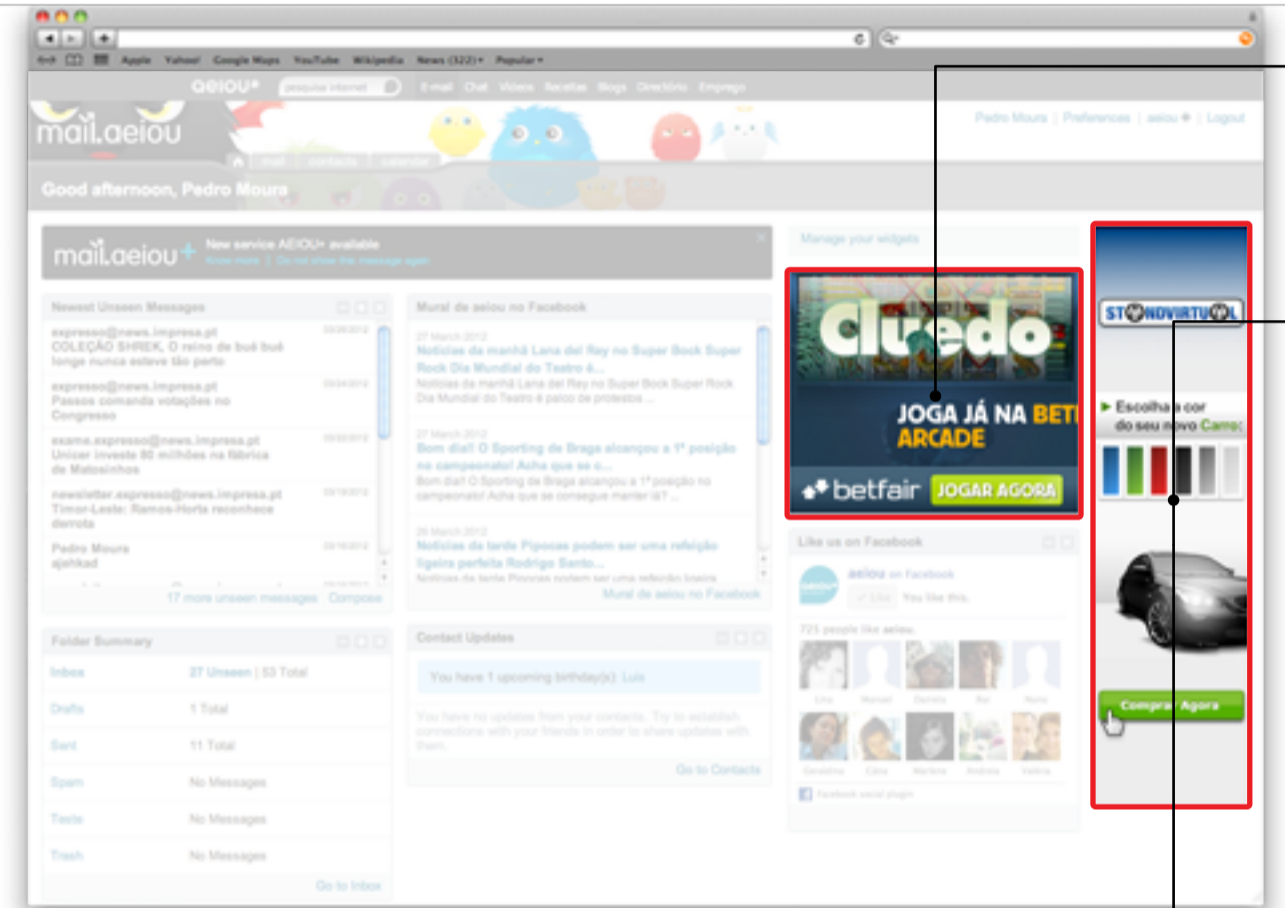
EMAIL LAYOUT

* Optional

Advertising

Promote and monetize according to your needs

We can insert advertising placements well positioned with the email usage maximizing existing revenue streams or enhancing communication and self product promotion.



→ **Medium rectangle**

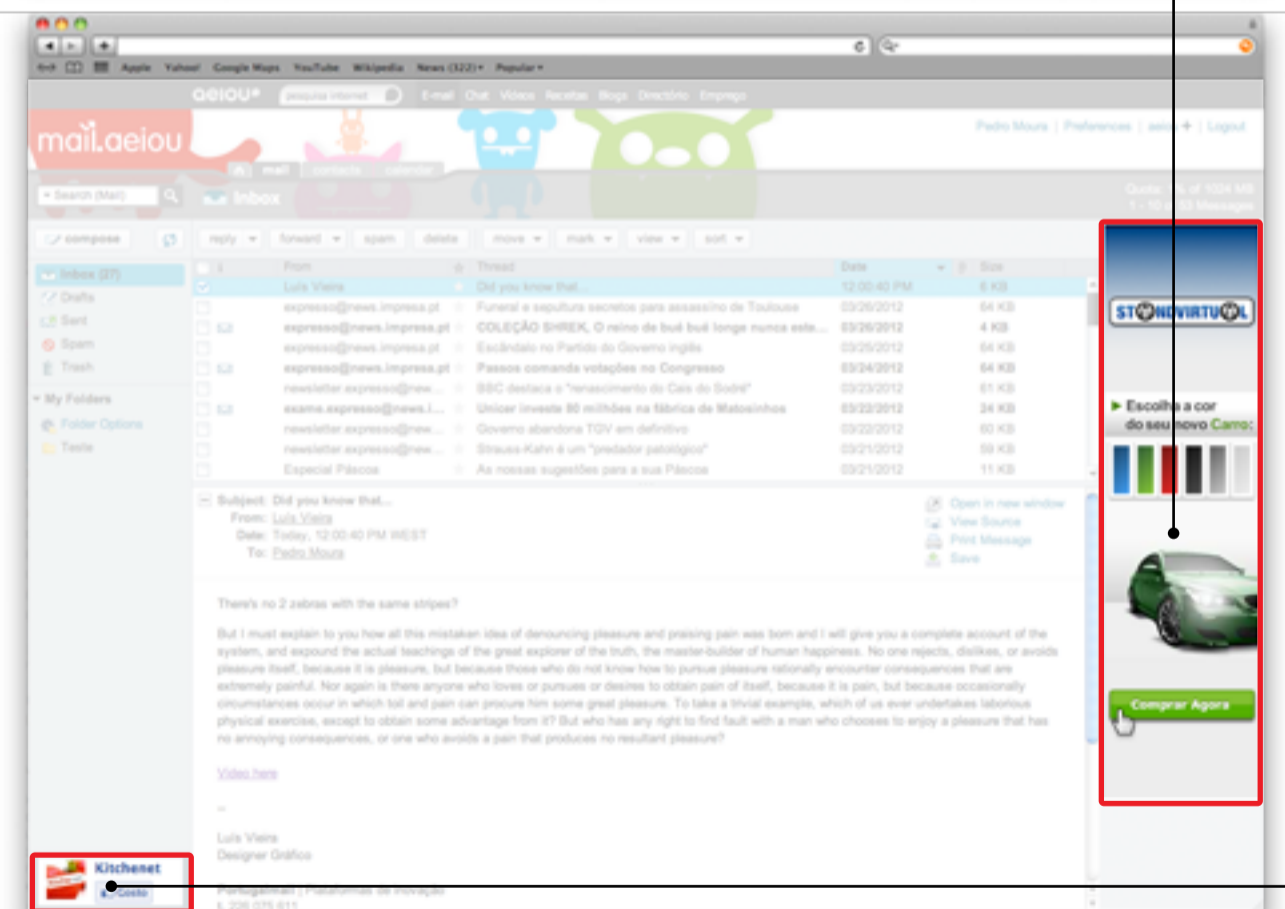
Example of a 300x250 ad unit.

→ **Wide skyscraper**

Example of a 160x600 ad unit.

→ **Screen placement***

Place different ad units in various areas/pages inside the webmail. Choose to display them on the left, right, top or bottom side of the screen.

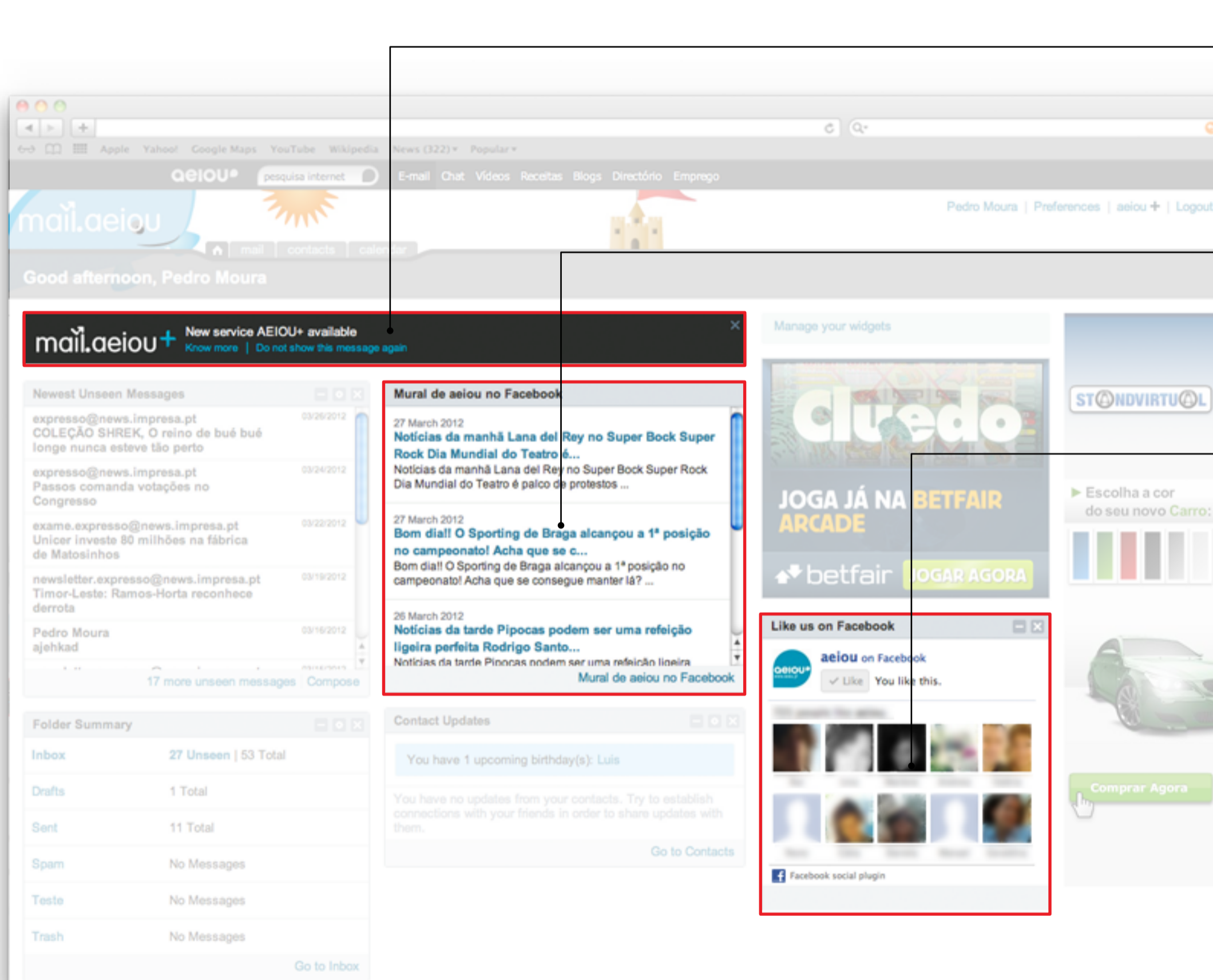


PORTAL & EMAIL LAYOUT

* Ad units are designed to meet marketers' communications needs according to the Universal Ad Package (UAP) [iab.net]

Contents

Easily display your contents on the email portal



→ Upselling *

Promote email upgrades or new features in the first page users see when they sign in.

→ Custom widgets

Display news, weather forecast, images or videos. All customizable widgets.

→ Social widgets

Increase interaction by promoting your social profiles such as facebook and Twitter.

EMAIL PORTAL LAYOUT

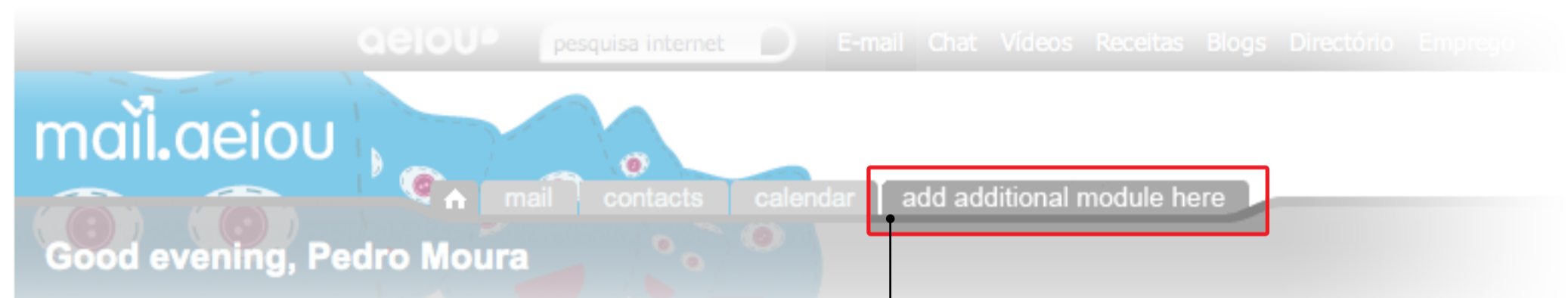
* Optional

Custom development

Integration with third-party platforms

Give your users unique features by integrating the email service with other platforms or services. By default, they'll have 4 main areas:

- Portal (first page)
- Mail
- Contacts
- Calendar



Additional modules *

Add additional modules with extra features your users can take advantage of.

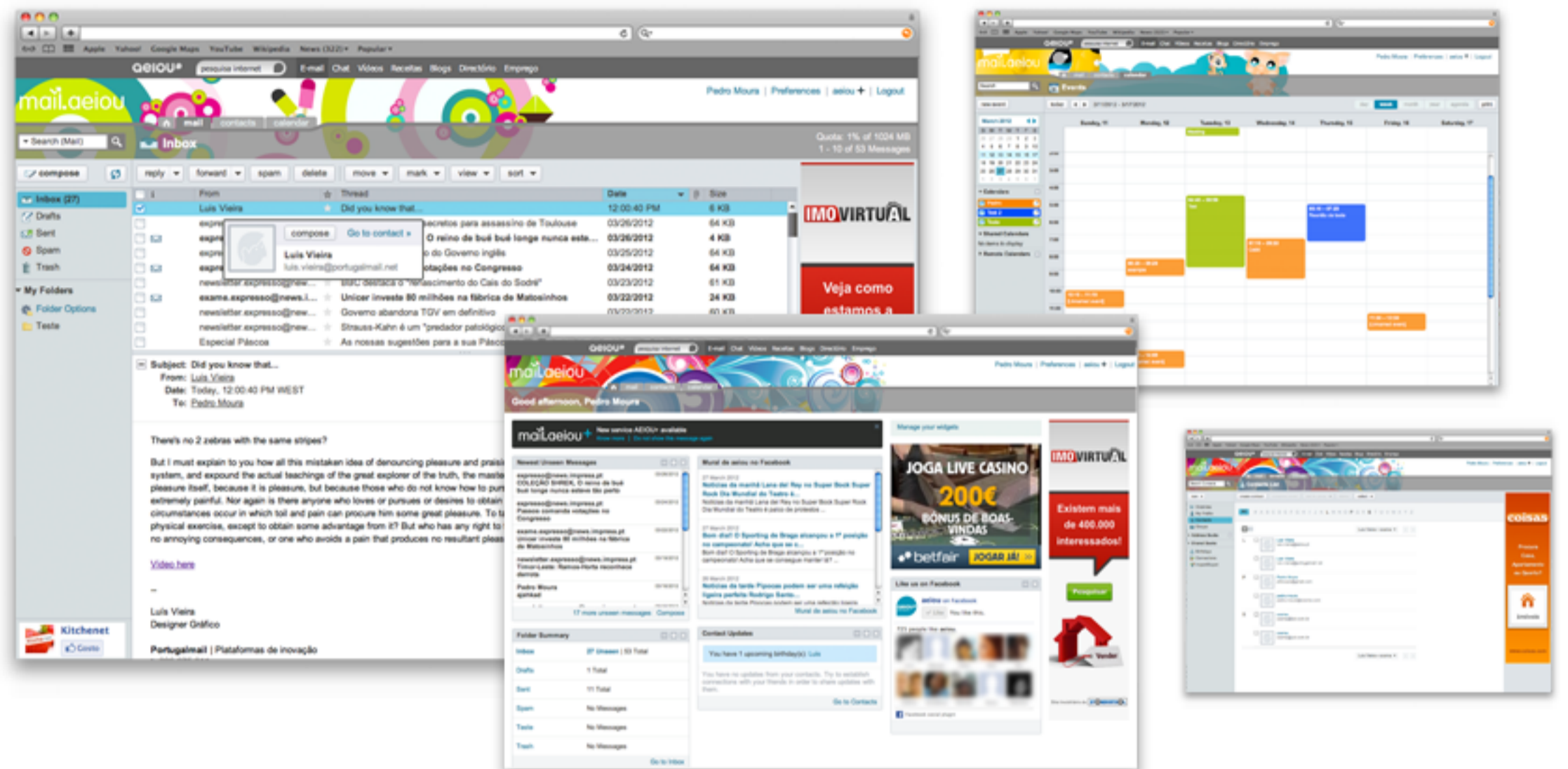
* Examples: voip integration, short text messaging, online storage, etc.

Case study 1: aeiou

<http://www.aeiou.pt/>

The 'aeiou' solution

AEIOU is a web portal that aggregates numerous services – news, entertainment, blogging, videos, etc – selling advertising as their main revenue source.



Custom features

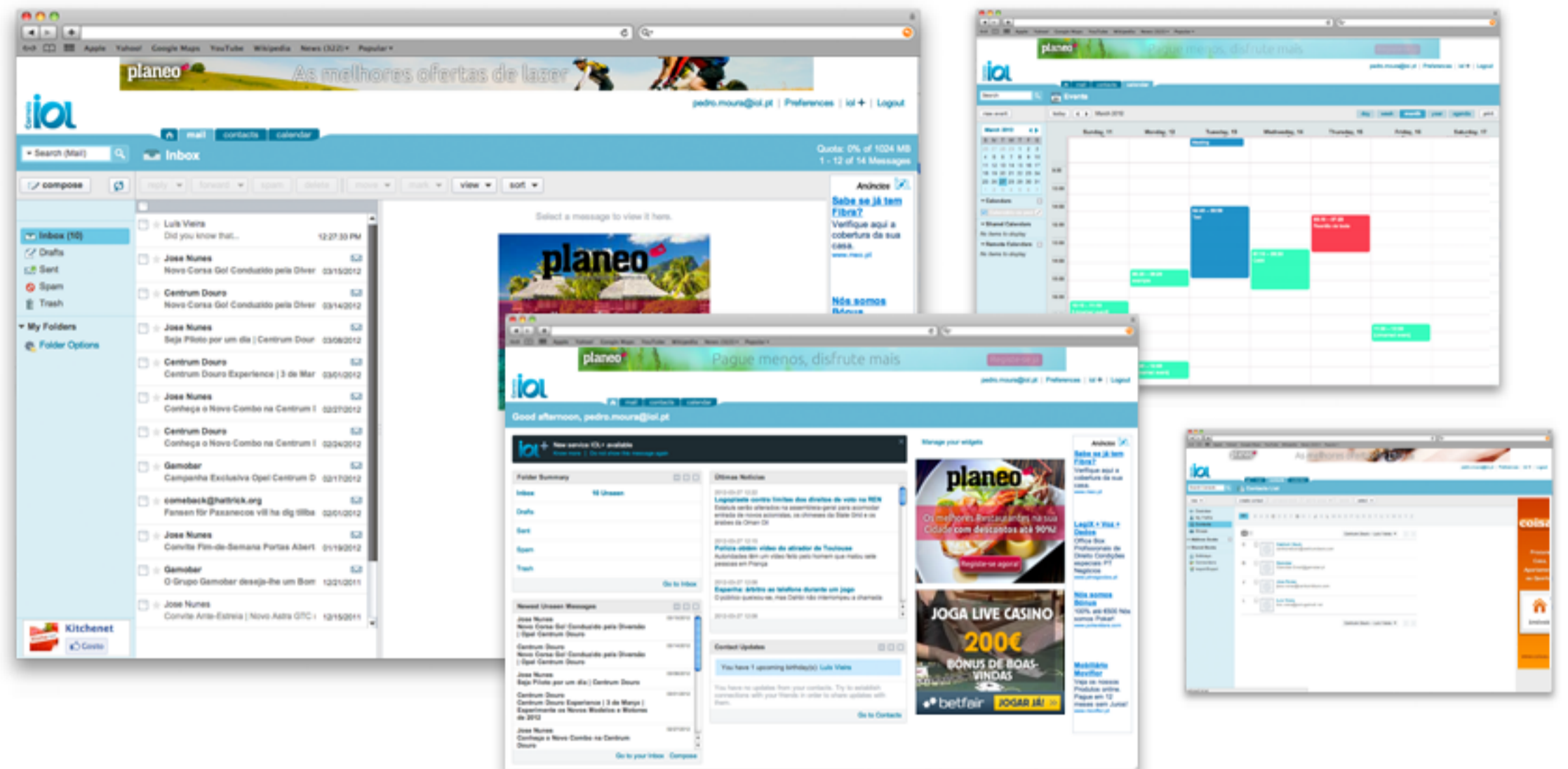
- Dynamic background images that change every time a user refreshes a page.
- News feed from their Facebook wall — integrated as a widget in the email portal.
- Facebook like box — also integrated as a widget in the email portal.

Case study 2: iol

<http://www.iol.pt/>

The 'iol' solution

IOL is a news & media portal with 4.1 million users selling advertising as their main revenue source.



Custom features

- Creation of several ad units according to their aggressive sales strategy.
- News feed from their diverse media channels (Economics, Fashion, Sports, etc).
- Color scheme customization to match their brand image (blue).

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