Sooma email

CUSTOMIZATION



Branding Strengthen brand engagement

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	 Especial Páscoa & As nossas sugestões para a sua Páscoa Subject: Did you know that From: Luís Vieira Date: Today, 12:00:40 PM WEST To: Pedro Moura 					11 KB Open in new window View Source Print Message Save	
	There's no 2 zebras with the same stripes? But I must explain to you how all this mistaken idea of denouncing pleasure and praising pain was born and I will give you a complete account of the system, and expound the actual teachings of the great explorer of the truth, the master-builder of human happiness. No one rejects, dislikes, or avoids pleasure itself, because it is pleasure, but because those who do not know how to pursue pleasure rationally encounter consequences that are extremely painful. Nor again is there anyone who loves or pursues or desires to obtain pain of itself, because it is pain, but because occasionally circumstances occur in which toil and pain can procure him some great pleasure. To take a trivial example, which of us ever undertakes laborious physical exercise, except to obtain some advantage from it? But who has any right to find fault with a man who chooses to enjoy a pleasure that has no annoying consequences, or one who avoids a pain that produces no resultant pleasure?						Comprar Agora
	<u>Video here</u>						
	Luís Vieir Designer						

EMAIL LAYOUT

→ Logo

Increase brand awareness.

> Background *

Cheerful and animated backgrounds to captivate users.

→ Top bar *

Links to other services or pages of your website.

→ Skin

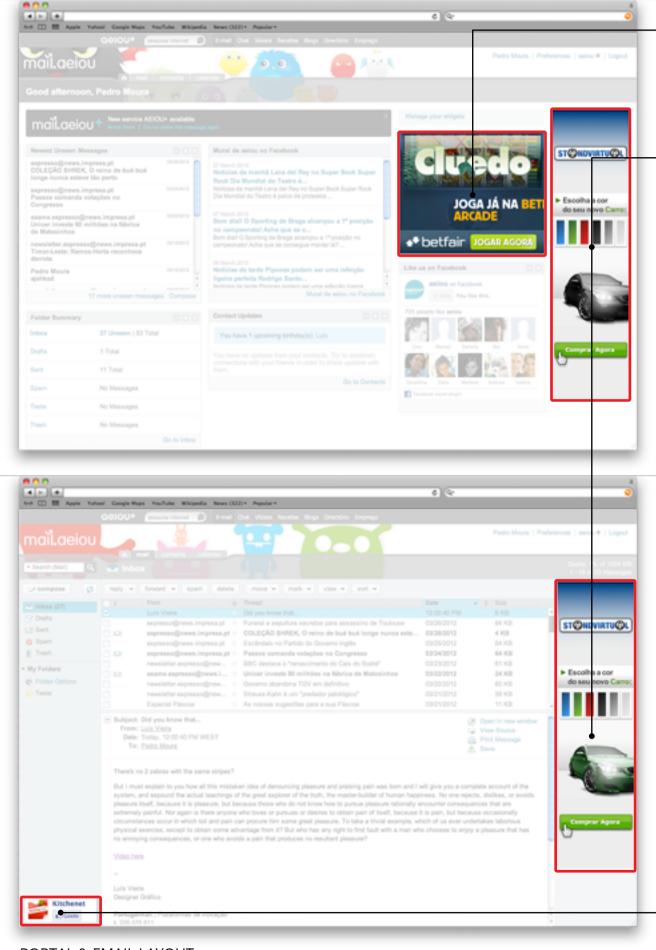
Appearance & color scheme according to your brand design or preference.

* 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.



PORTAL & EMAIL LAYOUT

> Medium rectangle

Example of a 300x250 ad unit.

→ Wide skyscraper

Example of a 160x600 ad unit.

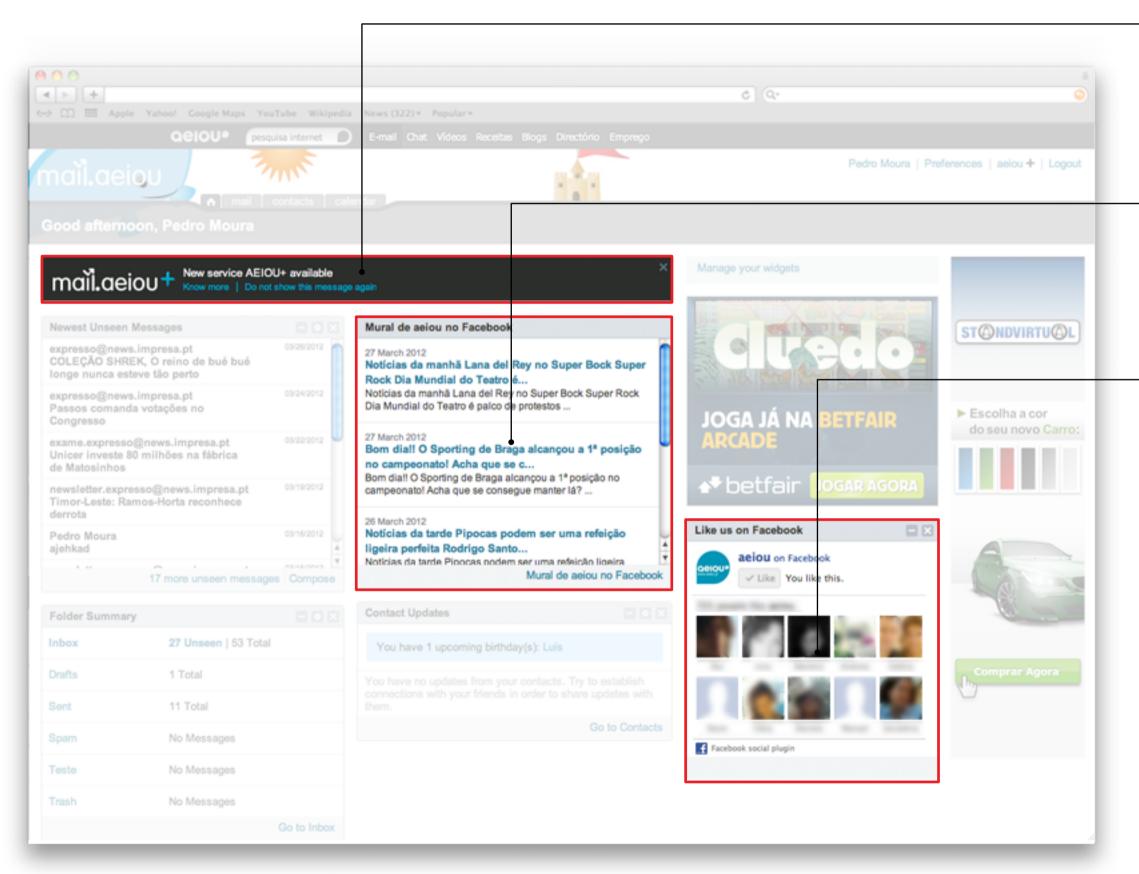
Screen placement *

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.

* 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



EMAIL PORTAL LAYOUT

→ 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.

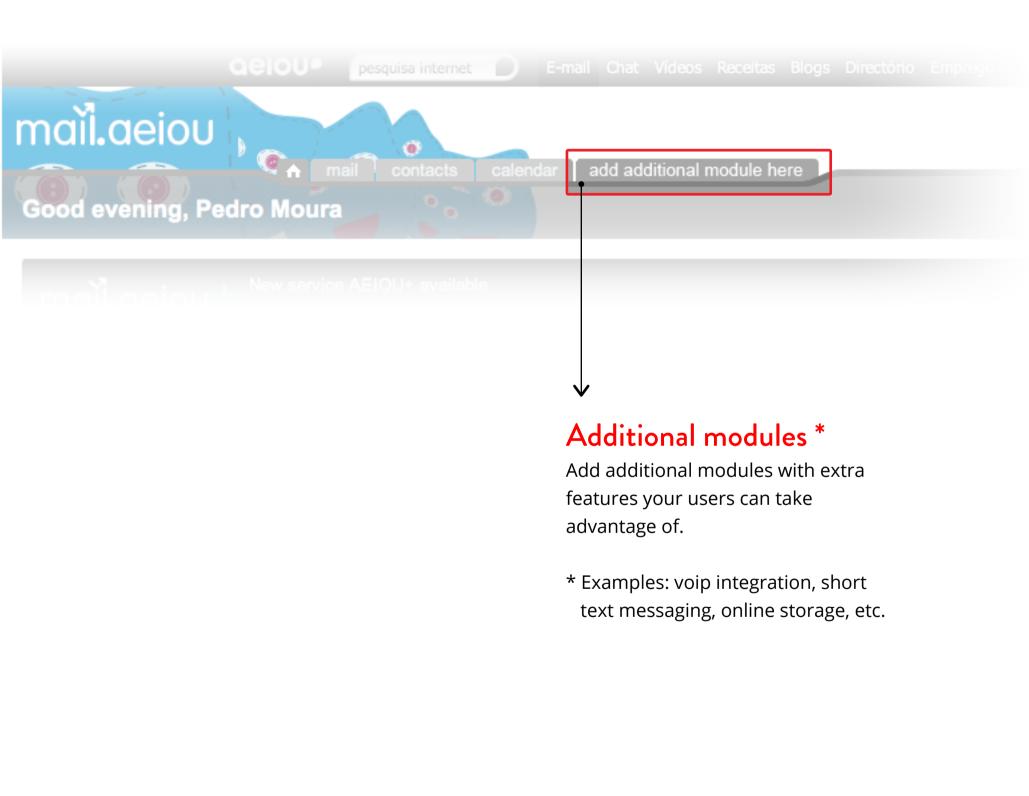
* Optional

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:

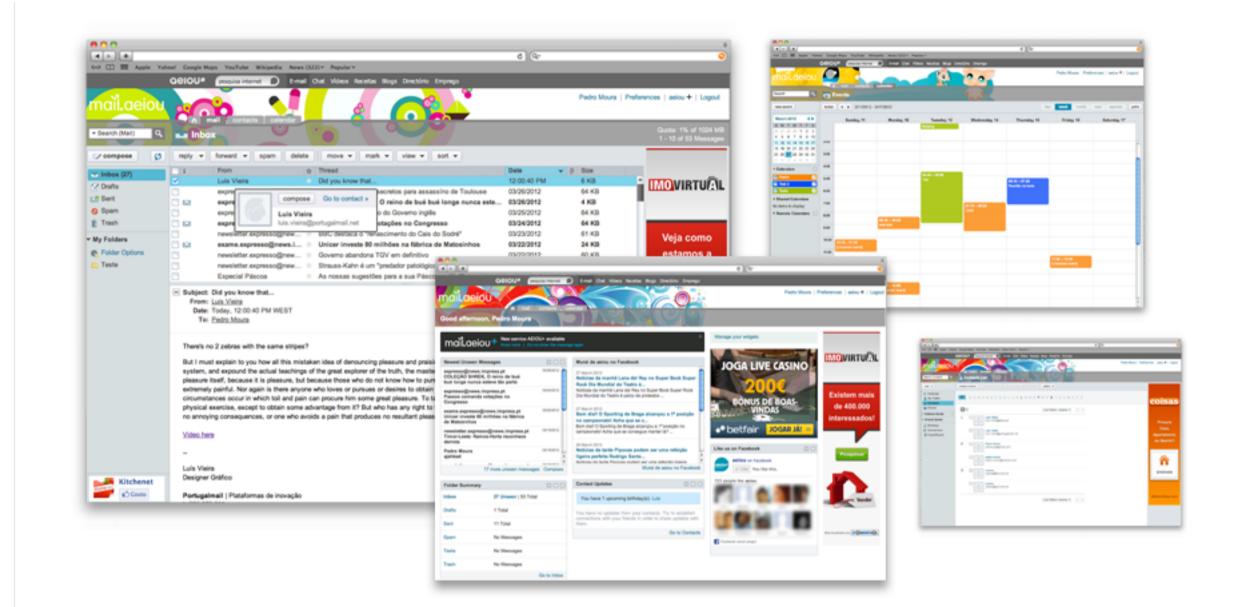
- Portal (first page)
- Mail
- Contacts
- Calendar



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.



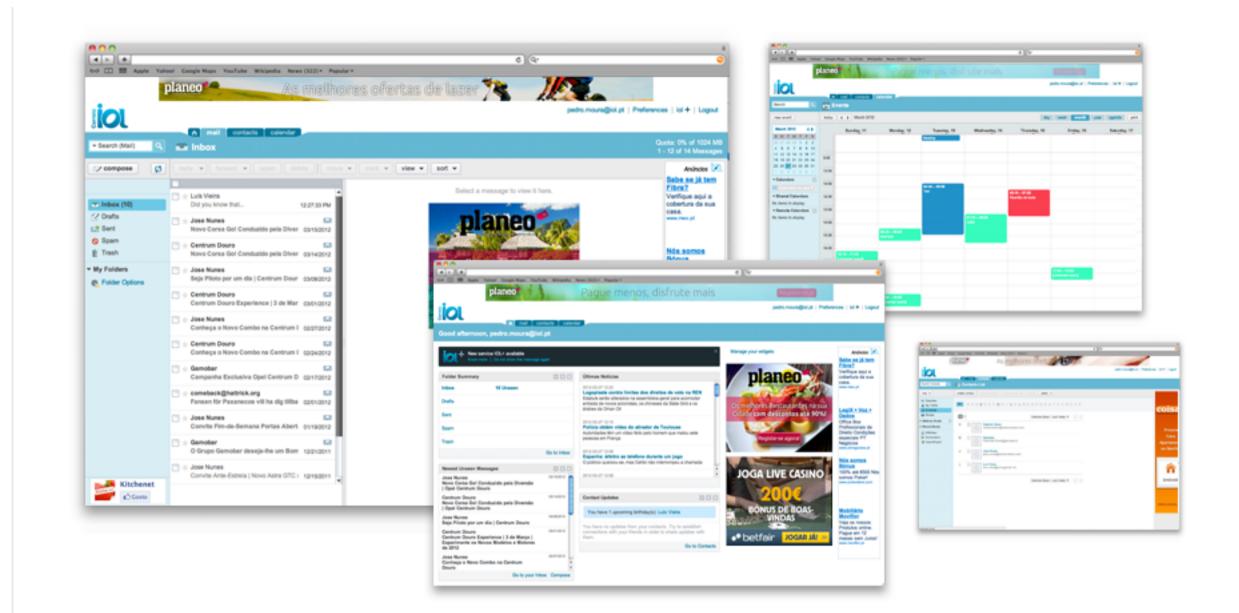
Custom features

- 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

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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