BLACK PEARL.

honeyweb

DON'T SEND & HOPE, SEND & KNOW

EMAIL INSIGHTS | SIGNATURE MANAGEMENT | BANNER MESSAGING

Easy add-on for: G Suite & Office 365

BETTER DECISIONS WITH POWERFUL INSIGHTS

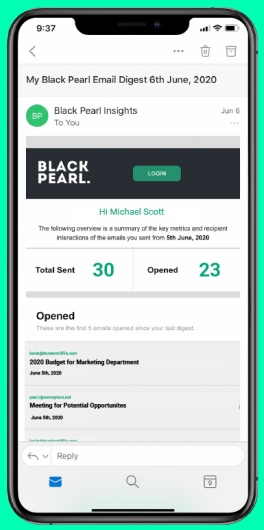
With Black Pearl, the days of wondering if your email was opened, clicked or ignored are gone. Now you'll know exactly how and when to follow up—improving the experience for you and your customers.

NOTIFICATIONS YOUR WAY

Whether you're a power-user wanting to know the exact moment your email was opened or you prefer a daily recap, Black Pearl delivers insights on your terms.

INVALUABLE ANALYTICS

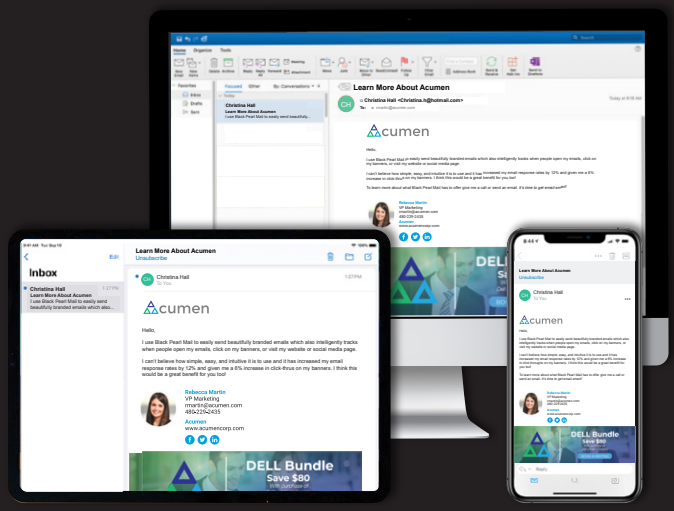
Log in from any device to access personalized breakdowns of all your email interactions. Break things down by clicks, opens and persons of interest to help predict trends, interest, churn and more.



CUSTOMIZED DAILY DIGEST

Black Pearl is your smart email companion. Each morning begins with a summary of your previous day's email activities including sends, opens, unopened and meeting acceptances.

BEAUTIFUL SIGNATURES IN MINUTES

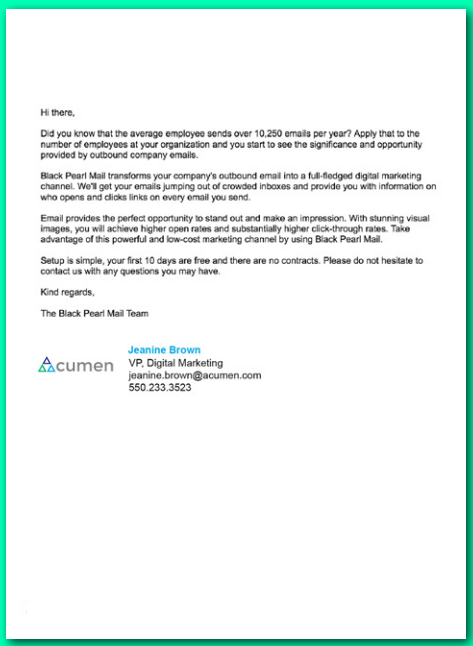


Employees send hundreds of emails per day, making email signatures an extremely targeted, but often underutilized marketing channel. Besides providing all the ways customers can connect with you, professional signatures are proven to build brand awareness, increase social and website traffic and most importantly cross-sell in a way that isn't forced.

KEY BENEFITS

- ✓ Centrally controlled branding
- ✓ Mobile and tablet friendly signatures
- ✓ Create department-specific templates
- ✓ Increase traffic and followers
- ✓ Not coding
- ✓ Up and running in minutes

EVOLVE FROM MUNDANE TO MEMORABLE



Hi there,

Did you know that the average employee sends over 10,250 emails per year? Apply that to the number of employees at your organization and you start to see the significance and opportunity provided by outbound company emails.

Black Pearl Mail transforms your company's outbound email into a full-fledged digital marketing channel. We'll get your emails jumping out of crowded inboxes and provide you with information on who opens and clicks links on every email you send.

Email provides the perfect opportunity to stand out and make an impression. With stunning visual images, you will achieve higher open rates and substantially higher click-through rates. Take advantage of this powerful and low-cost marketing channel by using Black Pearl Mail.

Setup is simple, your first 10 days are free and there are no contracts. Please do not hesitate to contact us with any questions you may have.

Kind regards,

The Black Pearl Mail Team

acumen

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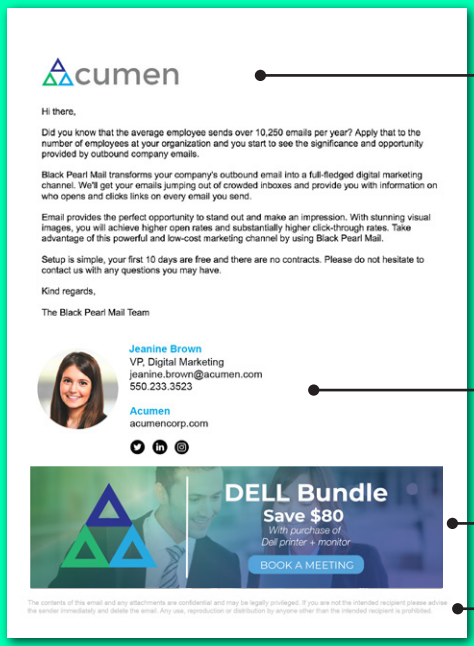
Before Black Pearl



Microsoft saw a **12% increase** in engagement

Consistent Signature with Clickable Social Icons

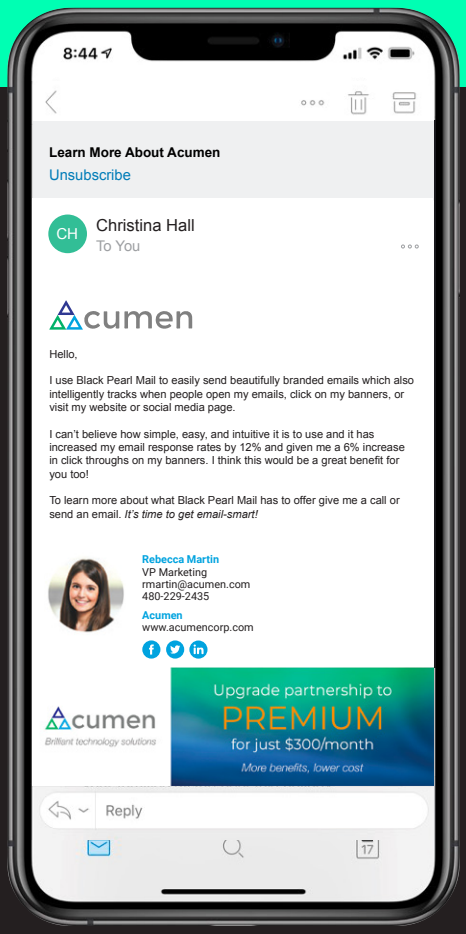
Actionable Banner

Disclaimer

After Black Pearl

INCREASE ENGAGEMENT WITH BANNER MESSAGING

Capitalizing on the untapped space below your signatures is a proven model for increasing engagement. Black Pearl's highly targeted banners produce **click-through-rates up to 5.6% higher than Google ads**. Best of all, this feature is included with Black Pearl Mail and unlike paid banners, you're never charged for impressions or clicks!

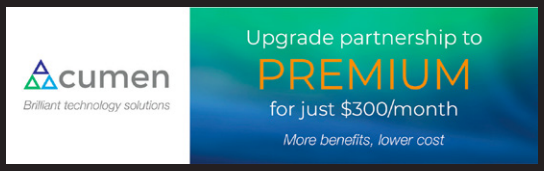


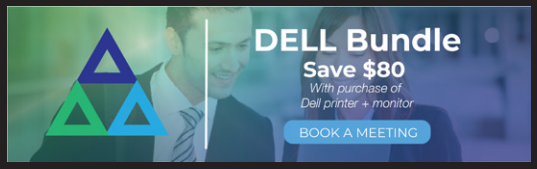
ENDLESS USE CASES

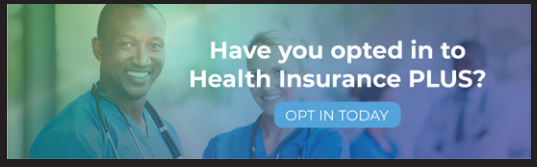
Sales Teams: Boost revenue by promoting special discounts, lead captures, award-winning features, testimonials or cross-sell without forcing sales into the conversation.

Customer Support: Empower your customers by including links to helpful videos, knowledge bases, FAQ's, product reviews, and more.

Marketing: Generate more leads with banners linking to special offers, popular content, contests, articles and social posts.







Human Resources: Keep your employees engaged with benefits sign-ups, job opportunities, important announcements, policy updates and compliances.

Critical Messaging: When you have must-know-news, easily include links to important details on every email going out of your office.

For more info, contact Steven Hamilton at **0417-871-661** or **steven@honeyweb.com.au**