



THINDATA PARTNER START-UP SALES KIT



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INTRODUCTION TO THE THINDATA PARTNER START-UP SALES KIT

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1) Company Profile

- › A one-pager summarizing ThinData's purpose, offerings, and representative clients.

2) Prospects' Key Characteristics

- › A summary of the key characteristics of desired new business prospects.

3) Sales Incentive Program

- › Summary – to be used in conjunction with the Lead Process Flow – of the monetary benefits associated with identifying prospects that turn into work generated for ThinData.

4) Contact Information

- › Contact co-ordinates of senior ThinData personnel dedicated to answer questions and/or support business development initiatives.

5) Transcontinental and ThinData Lead Process Flow

- › Graphic describing how and when ThinData interfaces with Transcontinental throughout the lead process – from first identification through to contract signing.

6) ThinData Capabilities Package (See: Document Attached Separately)

- › A detailed description of:
 - ThinData's capabilities
 - ThinData's Email Marketing Technology (EMS)
 - Market Point of Distinction (Delivery & ISP Relations)
 - Team
 - Case Studies



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COMPANY PROFILE

THINDATA. THE EMAIL AUTHORITY.

Purpose

ThinData is Canada's leading permission-based email marketing company helping organizations establish and manage **measurable e-relationships** and **targeted email campaigns**. ThinData accomplishes this by providing clients with email strategy, email creative and the proprietary industry-leading email marketing software ThinData EMS™.

Offerings

Email Strategic Services. ThinData works closely with senior marketers to develop actionable and measurable plans that: acquire new customers; segment customers; personalize messages based on key demographics and behaviours; and apply business rules for integrating with Customer Relationship Management (CRM) tools and databases.

Email Marketing Technology. ThinData provides software that manages the distribution of permission-based email. Whether administered by clients or ThinData, the ThinData EMS™ software seamlessly integrates with CRM systems and internal database systems, and supports web-tracking tools such as Omniture, WebTrends, Coremetrics and Google Analytics.

Email Managed Services. Using the ThinData EMS™ software, ThinData provides clients with Campaign and List Management, Email Testing, Campaign Analysis and Email Reporting.

Email Creative Services. ThinData builds email from the ground up, drawing upon best practices to deliver creative strategy, information architecture, copywriting, and email design.

Email Delivery & ISP Relations. ThinData's Delivery & ISP Relations Department has strong relationships with Internet Service Providers (ISPs) to manage our clients' email reputation so that emails are successfully delivered to the inbox.

Clients

ThinData's clients span all industries and are some of North America's most recognized brands, including: Aeroplan, Air Canada, Blockbuster Canada, BMO InvestorLine, CBC, Canadian Blood Services, Chapters Indigo, Delta Hotels, Direct Energy, M&M Meats and Sympatico / MSN.



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PROSPECTS' KEY CHARACTERISTICS

ThinData is focused on providing exceptional service to companies in the following industries/sectors:

- > Retail
- > Financial
- > Consumer Package Goods
- > Loyalty/Hotels/Travel industries

At the same time, companies within these industries/sectors should have email marketing budgets of a minimum of \$20,000 per year (target: \$100,000) **and** should have expressed one or more of the following desires or needs:

1. Improve email marketing results and delivery
2. Leverage/require sophisticated segmentation
3. Have mission-critical email communications
4. Automate email processes
5. Integrate with Content Management Systems (CMS), Customer Relationship Management (CRM), Data Warehouses and Web Analytics applications



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SALES INCENTIVE PROGRAM

OVERVIEW

This incentive program is based on the following principles.

1. Plan must be fair to ThinData staff and Transcontinental staff
2. Revenue can not be counted twice
3. We can not have multiple commissions/bonuses on the same revenue
4. Plan must be simple to understand, document and track

Due to the consultative nature of ThinData's sales process we will not be introducing a "reseller" model within the Transcontinental family. This will be reviewed in Q1 2009. This program considers two methods of sales interaction:

a. Successful Introduction

- › Transcontinental representative identifies and pre-qualifies lead
- › Transcontinental representative sources correct client contact (i.e., VP, Marketing VP, Interactive) and makes introduction
- › Incentive based on Contract Value at paid at signing;
 - Contract value greater than \$20,000 means a sales incentive of \$500.
 - Contract value greater than \$50,000 means a sales incentive of \$2,500.

b. Integrated Sale

- › Collaboration on major account for long-term engagement
- › Incentive paid on first-year anniversary of contract;
 - 5% of first-year revenue, capped at \$ 10,000



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CONTACT INFORMATION

Andrew Brown

Senior Product Marketing and Communications Manager

416.1111.222 x333

abrown@thindata.com

Contact Andrew with any questions about:

- › ThinData's product/service offerings
- › ThinData's product/service pricing options
- › Relevant industry and client track record
- › Status of sales leads you have brought forward
- › How to position ThinData to existing clients
- › Whether to include ThinData in a current/future proposal

Paul Hunter

Coordinator, Sales, and Marketing

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phunter@thindata.com

Contact Paul when you can't connect with Andrew.

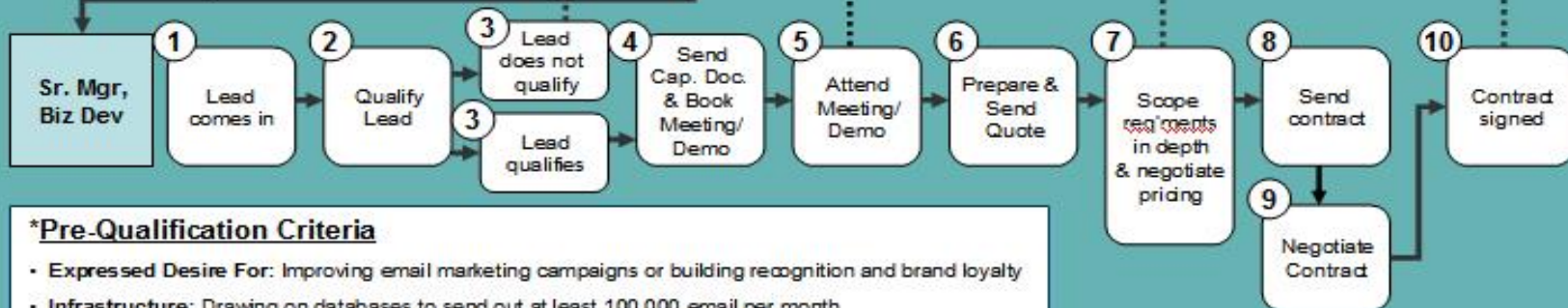
Transcontinental & ThinData – Lead Process Flow

Transcontinental



ThinData

Sponsor sends lead to ThinData



*Pre-Qualification Criteria

- **Expressed Desire For:** Improving email marketing campaigns or building recognition and brand loyalty
- **Infrastructure:** Drawing on databases to send out at least 100,000 email per month
- **Email Marketing Budget:** Minimum of \$20,000 per year; Target \$100,000 per year
- **Primary Sectors:** Finance, Retail, Publishing/Broadcasting or Loyalty/Airlines/Hotel/Travel

• Urgent requests can be sent to inquiries@thindata.com