



THE ALTERNATIVE BOARD®
Change Perspective. Improve Business. Enjoy Life.

Account Types:

OM offers two types of accounts for TAB customers:

OM Select Service at \$99.00 per month

- OM will flow monthly TAB copy into your existing template.
- You provide any changes to copy, article additions and deletions, new call-to-action, new GIM events, etc.
- OM will incorporate the changes and send you a test email to review and approve.
- OM will link your TFFT to a web site, event landing pages, e-topics registration, etc. if applicable.
- OM will update your list with new email addresses, merge and de-dup the names.
- OM will deliver the e-newsletter to your selected list.
- OM will ensure your monthly TFFT gets sent on a regular basis, each month.

OM Lite Service at \$49.00 per month

- If you have time on your hands and know some HTML, our Lite service is for you.
- You can send Tips From the Top® using the template we created for you and customize it as you see fit.
- You can also send e-blasts on your own using basic, existing TAB templates.
- You can create triggers and dynamic content on your own as well as any of the other advanced features in OM2, our online account service.

All Accounts Include:

Online Account Setup

YOUR OPENMOVES DASHBOARD



- OM will setup your account on the OM2 web based email platform.
- OM will create custom fields and categories in your uploaded database.
- OM will import your email lists from Outlook, ACT! , Constant Contact, other.
- OM will create:
 - o subscribe/ unsubscribe buttons, signup and send-to-a-friend forms, subscribe forms for your website.
- You can have unlimited contact records, unlimited images and free archiving of past emails.
- You can send up to 10,000 emails per month.
- Advanced OM2 email functionality including:
 - o Integration with Salesforce.com
 - o In-depth reporting per individual activity with no time limit
 - o Automated triggers and dynamic content
 - o Inbox preview, A/B testing, SPAM reporting, etc....
 - o 7x 24 reporting with easy exporting or all results



Customized Tips from the Top® Templates



- OM will customize the TAB approved Tips from the Top® template using your images and contact info.
- You can review the design and OM will revise per your feedback.
- Upon your approval, OM will convert the design into HTML code and upload to the OM platform ready to use.

