

Radica SignUp

Your Intimate Form Builder

Build It Fast

- Build your Email Lists
- Manage Subscription and Customer Preference Update
- Create Registration Forms for your Events
- Gain Valuable Feedback from your Customers via Online Survey

Build Your Email Lists

Start capturing information from visitors to your site. Kick off your email marketing success and grow your list quickly!

Use Radica Signup to:

- **Collect what you want to know.** Ask anything – name, email, address, and add custom fields such as shoe size or age.
- **Build a clean list using double opt-in.** New list members get a customizable welcome message asking them to confirm registration
- **Grow your list with RS and send email campaigns with RI.** Forget about downloading the subscription list and update the master list manually. Save your time for better campaign work.
- **Build it fast.** Launch your form in minimal steps

Manage Subscription and Customer Preference Update

You want more than merely contact information. Managing customer subscription preference is critical. With Signup, you can :

- **Create multiple choice questions.** Radio buttons, checkboxes, drop down menus are the building blocks for your subscription preference form.
- **Let customer update their profile.** Signup can pre-load customers' information on the form, which makes customers much easier to update their contact or preference.
- **Double confirm subscription change.** Confirmation messages are highly customizable which allows a customer to examine and confirm the change that has just been made.

RADICA
eMarketing Solutions by Marketers for Marketers

Subscription Form, Event Registration and Customer Survey

Create Event Registration Forms

RSVP for event invitation can be well-managed with SignUp:

- Form template, banner image and theme make registration form easy. Launch a registration form in 5 minutes? Why not? Canned questions, built-in form styles and customizable banner get you going.
- Set target response limit and get full registration alert. Worry about being too popular? SignUp is designed to keep you posted.
- URL customizable. You need an easy-to-remember URL to encourage customers to visit your form. With SignUp, your form URL can be something more meaningful than gibberish codes.
- Evaluate form results from various channels. You want to know whether your newspaper ad or online banner draws more traffic to the form. SignUp allows multiple URLs for 1 single form, which means form traffic and responses can be separately evaluated.
- Protect your form from robot attack. When things get online, attacks can be everywhere. Yet SignUp can challenge every submission with CAPTCHA which allows human-only registration.

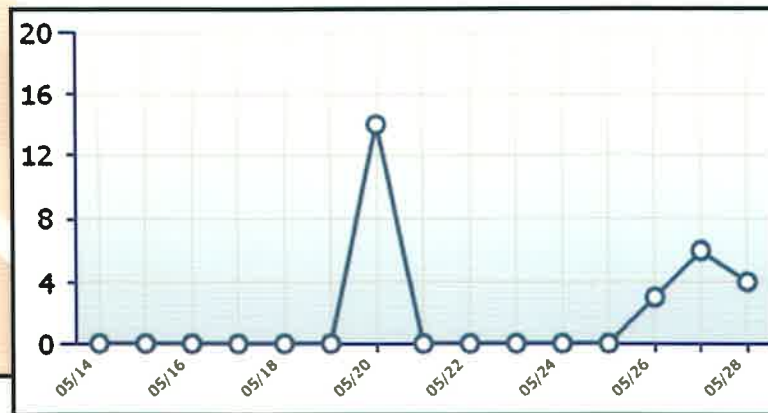


Conduct Online Customer Survey

Engage your customers with product survey, product/service satisfaction questionnaire with the following support from SignUp

- **Features special question type.** Rating and ranking questions are common in paper survey, but SignUp makes it easy online too.
- **Conditional question with branching logic.** This enables marketers to make follow-up questions while keeping all questions highly relevant.
- **Check results in real time.** Response summary can be generated in real time with table statistics and charts for quick glimpse of response pattern.
- **Several data export form options available.** Raw response data can be exported for further investigation. Different format options can cater different data analysis needed.

Form Traffic Chart



2. How often do you use RI?

	Response(%)	Response Count
Once a week or more often	29%	2
Once per month	0%	0
Every 2 to 3 months	14%	1
2 to 3 times per year	57%	4
2 to 3 times a month	0%	0
Once a year or less often	0%	0
No. of People Answered		7
No. of People Skipped		0

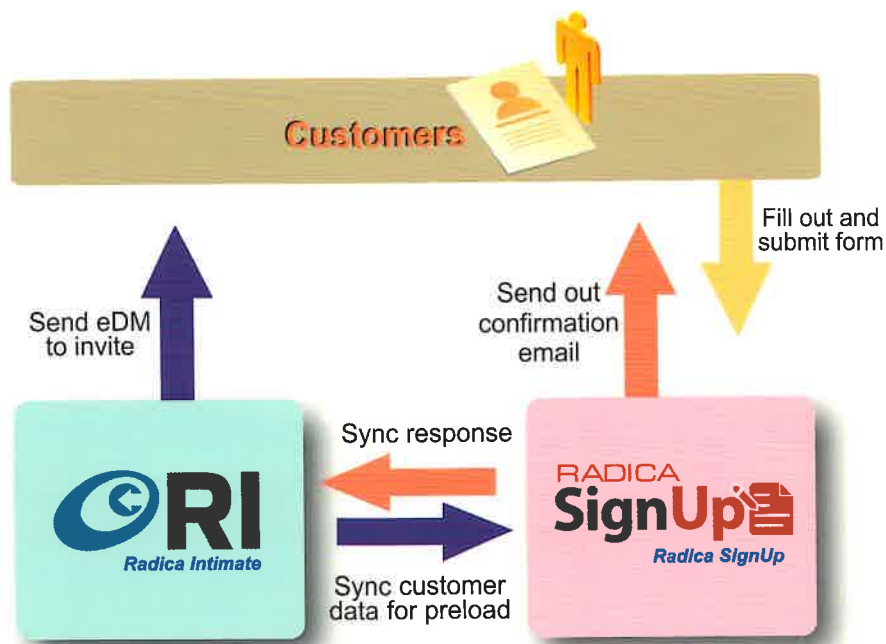
Response Statistics

Seamless Integration with Radica Intimate

What's more?

Being the best companion for email marketers, Radica SignUp's strengths can be summarized in the following areas:

Multi-lingual Form Support	Support up to 14 form languages
Multi-channel Form Response Collection	Multi-URL can be assigned to each form. Each URL can be customized for easy recognition.
Seamless Integration with Email Campaign Management System – Radica Intimate	<ul style="list-style-type: none">• Automatic data synchronization• Pre-load customer profile on the form with data from RI
Empower Best Practice Email Marketing	Support instant confirmation email after subscription featuring confirmation link for double opt-in mechanism



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