



- ▶ A key differentiator that defines direct response marketing from general advertising is the ability to track results, gather learning and fine-tune efforts to better communicate with your target and/or customer base.

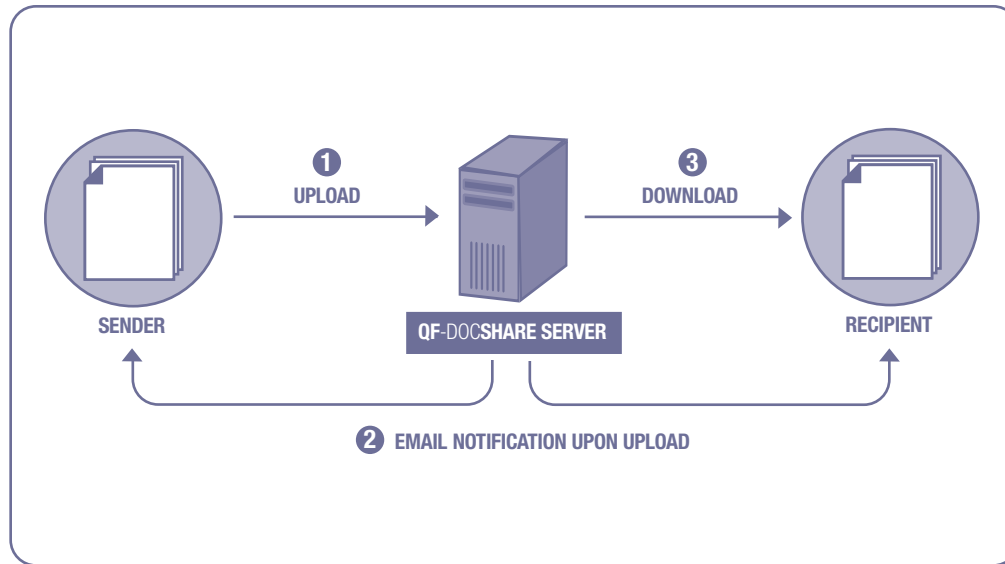
Solid direct response marketing not only drives quantifiable action—it can effectively build a brand.

Quinn Fable has developed technology-based tools that support and enhance direct response marketing—AND brand building:

- **QF-DOCSHARE**
- **QF-EBROADCAST**
- **QF-ESHARE**
- **QF-PIXSHARE**
- **QF-BRANDAUTHORITY**

Our custom-designed systems bring projects to market faster, facilitate real-time learning and enable greater efficiencies, productivity and improve the flow of information—between our clients and us—as well as between our clients and their target markets.

ACHIEVING UNCOMMON SUCCESS



QF-DOC SHARE is a Web-based application that facilitates the transmittal and exchange of large files quickly and securely—with real-time confirmation of receipt.

UNPARALLELED FEATURES FOR EASY, SECURE ONLINE FILE EXCHANGE.

► **CONVENIENCE**

QF-DOC SHARE eliminates the need for traditional shipping of large files. This custom-designed application provides a secure communications pipeline for registered members, enabling the nearly instantaneous delivery of files from sender to recipients.

QF-DOC SHARE offers 24/7 access wherever an Internet connection is found. A simple, intuitive interface makes **QF-DOC SHARE** easier to use than email attachments or FTP protocols. There is no software to download and no need for IT intervention.

► **CONTROL**

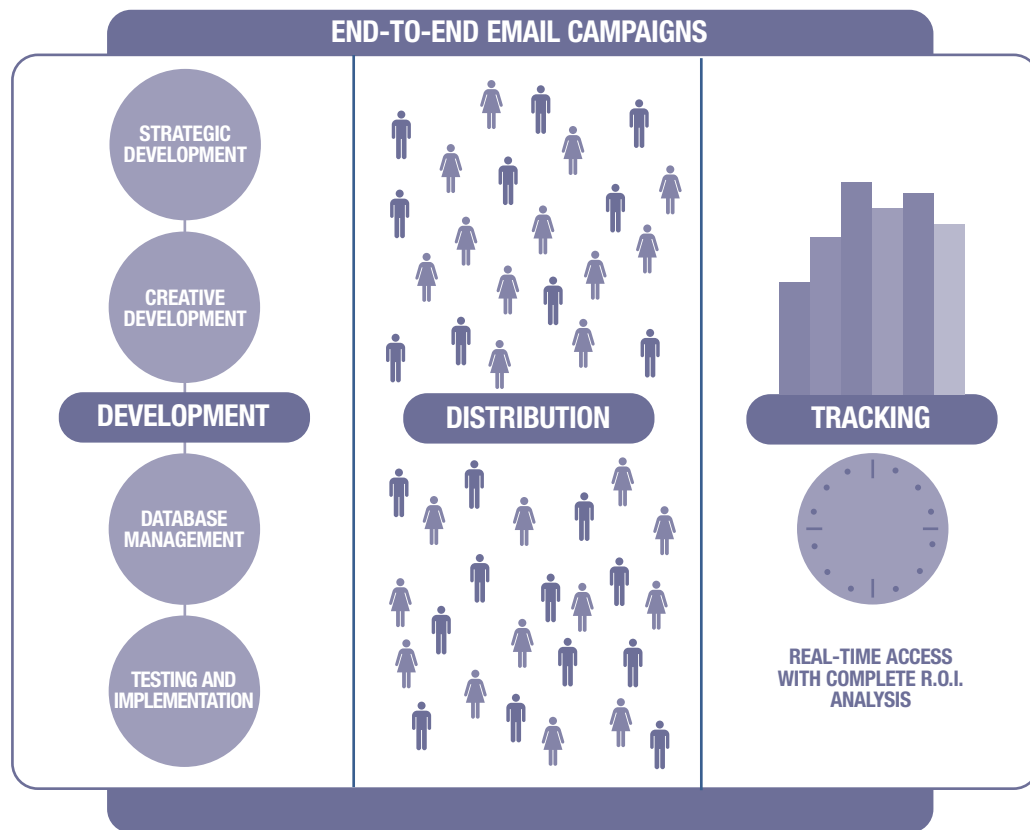
QF-DOC SHARE provides the ultimate in file management and control. Every time a file is delivered or accessed, that action is automatically confirmed in real time—so you always know who has received or opened a particular file.

► **SECURITY**

All data is protected, with access limited to the sender and recipients only. The sender has sole control over transmitted files, making it impossible for recipients to accidentally delete them.

Only Quinn Fable can register new members. 128-bit encryption ensures the same level of privacy and security used by financial institutions and government agencies.

ACCESS TO THE QF-DOC SHARE SYSTEM IS COMPLIMENTARY FOR QUINN FABLE CLIENTS.



QF-EBROADCAST is a custom-designed Web-based tool that enables centralized control of email campaigns. From strategic and creative development to database management, broadcast execution, and real-time reporting and analysis, **QF-EBROADCAST** provides a complete end-to-end solution for an effective campaign.

THE ULTIMATE IN EMAIL CAMPAIGN CONTROL AND ANALYSIS.

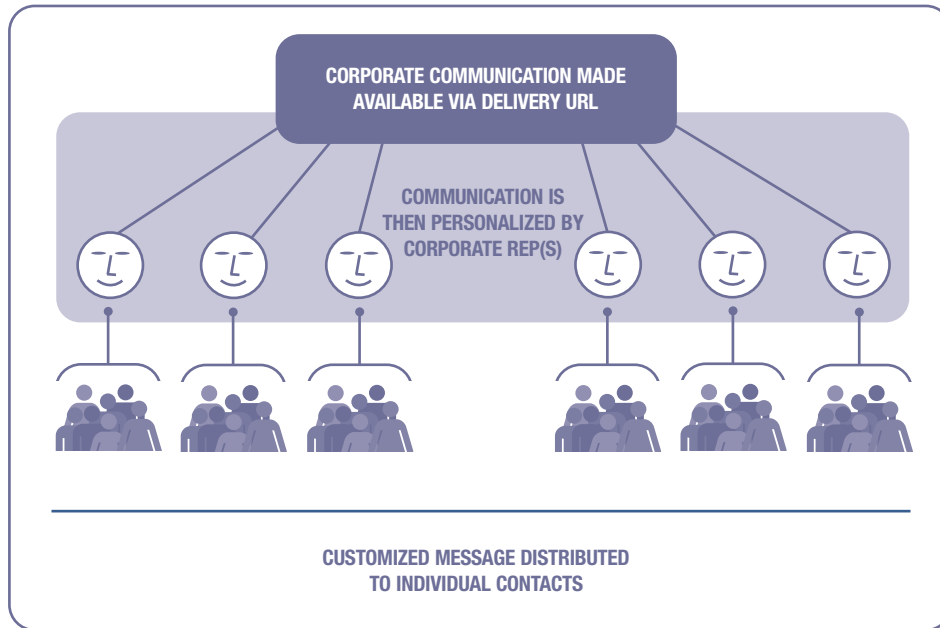
- **FULL SERVICE**

QF-EBROADCAST eliminates the need for multiple vendors. No longer do you have to deal with a separate creative resource, list broker, hosting site, and data reporting service to implement an email campaign. **QF-EBROADCAST** “closes the circle” and centralizes control of the entire process, so you can concentrate on achieving your objectives instead of the details of execution.
- **CONTROL**

This system provides easy tracking and reporting of key parameters, including messages sent, messages opened, links clicked, unsubscribe requests, and addresses forwarded to. All URLs are automatically validated and logged by the system to eliminate errors. In addition, a unique “Share With a Friend” feature allows the forwarding of branded messages.
- **PRIVACY**

The built-in Opt-Out/Unsubscribe feature ensures privacy and is in full compliance with the CAN-SPAM Act. All list data is protected; only clients and Quinn Fable have access. Also, 128-bit encryption ensures the same level of privacy and security as financial institutions and government agencies.

QF-EBROADCAST’S SUPERIOR FEATURES, FLEXIBILITY, AND PRIVACY CONTROLS MAKE IT AN UNBEATABLE VALUE.



QF-ESHARE is a relationship marketing tool that enables corporate-developed communications—including those with rich media—to be distributed as one-to-one email messages.

This system leverages the relationships between senders and recipients by allowing branded messages to be personalized by the sender and passed along—all while being tracked.

ENABLES STANDARDIZED CORPORATE COMMUNICATIONS TO BE PERSONALIZED AND DISTRIBUTED BY CORPORATE REPS.

▶ **PRIVACY**

QF-ESHARE checks all email addresses against a master Opt-Out list and offers every recipient an Opt-Out capability, regardless of how many times a message is forwarded. You are in full compliance with CAN-SPAM legislation without any of the headaches.

▶ **TRACKING AND REPORTING**

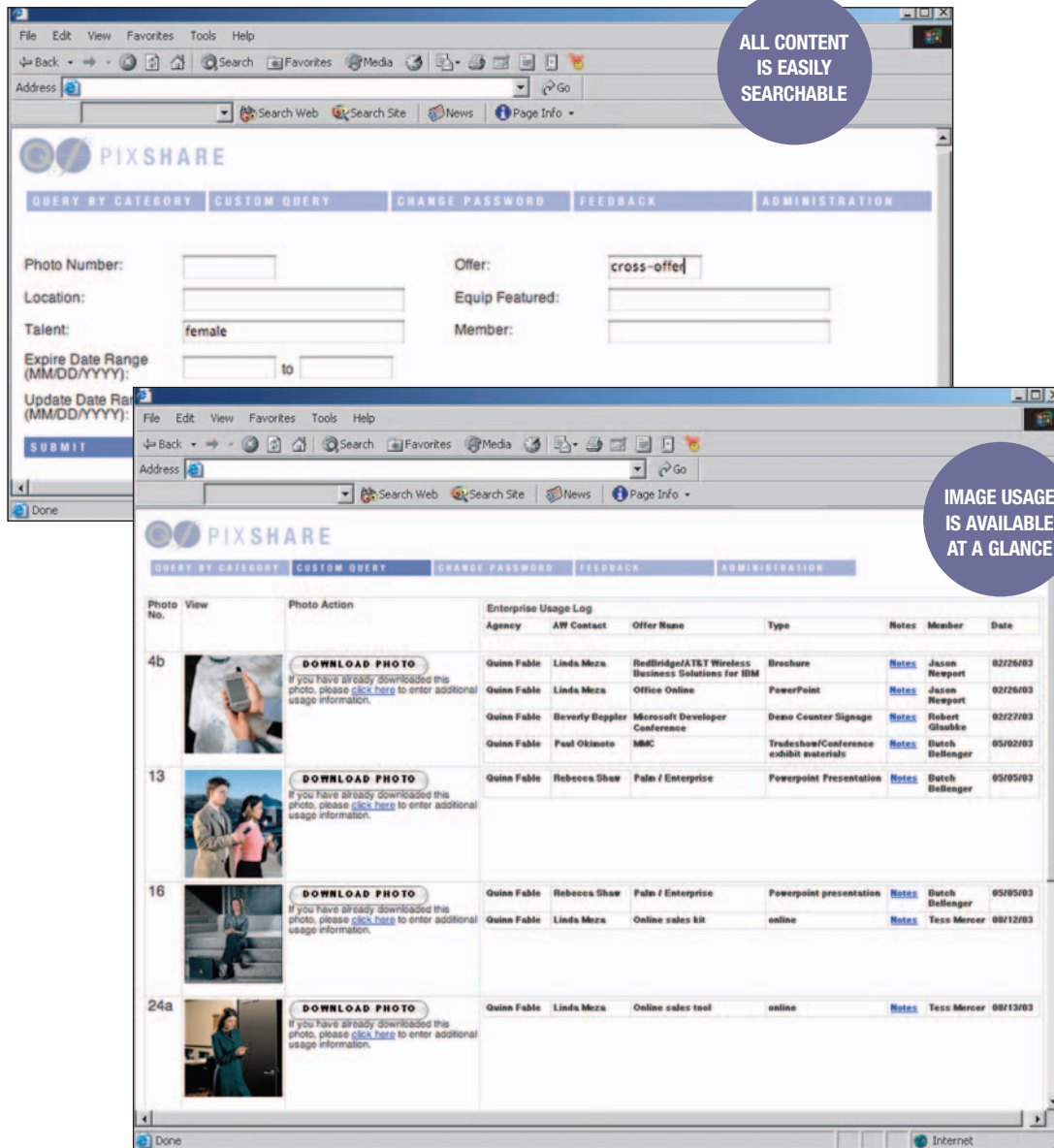
This system provides easy tracking and reporting on key parameters, including messages sent, senders' email addresses, the number of times messages were opened, recipients' email addresses, messages forwarded, and addresses forwarded to.

Message monitoring and statistical review is available from any computer with Internet access.

▶ **SECURITY**

All sensitive list data is protected; only clients and Quinn Fable have access. Also, 128-bit encryption ensures the same level of privacy and security as financial institutions and government agencies.

QF-ESHARE'S SUPERIOR FEATURES, FLEXIBILITY, AND SECURITY MAKE IT AN UNBEATABLE VALUE.



QF-PIXSHARE is a secure Web-based application that stores, archives, and tracks the usage of photographs and other graphic assets used in marketing campaigns.

This custom-designed application allows marketing managers and art directors to monitor image use...control licensing and expiration dates...and avoid unnecessary costs.

EASY IMAGE SEARCHING AND USAGE CONTROL.

CONVENIENCE

QF-PIXSHARE has a powerful, flexible query function that makes finding the right image or photograph fast and easy. Search results are viewable as thumbnail images and usage information is displayed with each image.

Images can be easily uploaded and downloaded in a variety of sizes and resolutions. Also, the system tracks every image for the frequency of usage, the purpose for each usage, and the identity of those accessing the image.

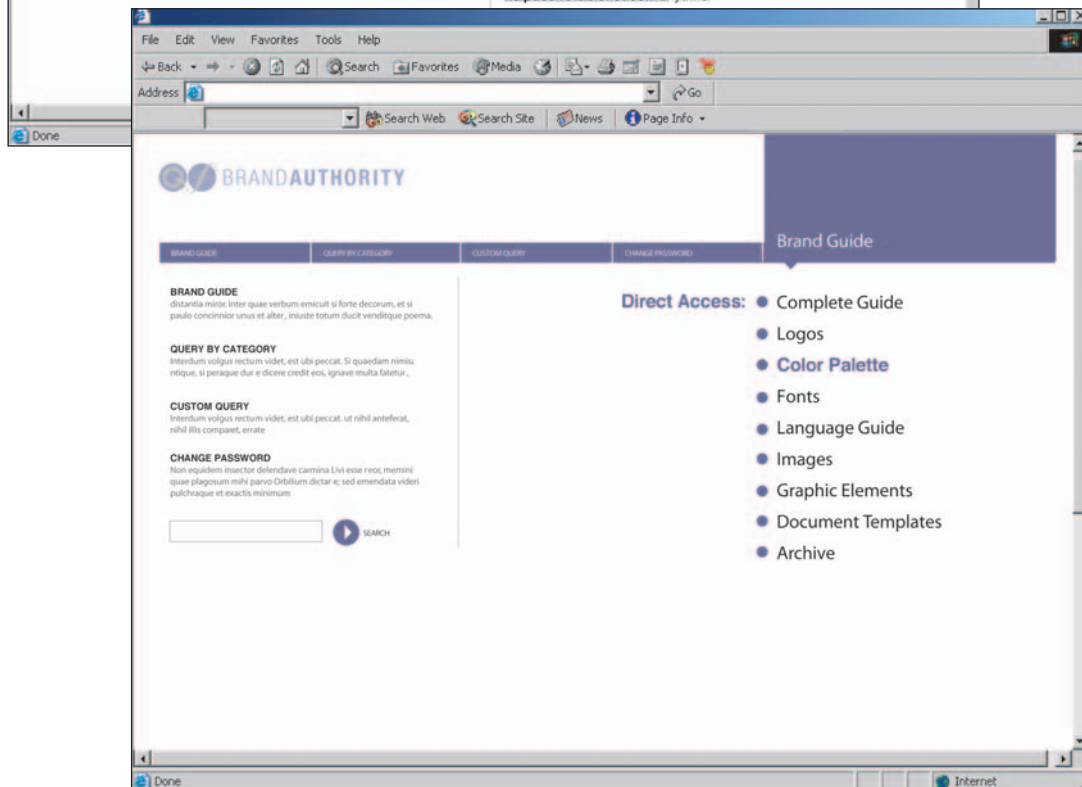
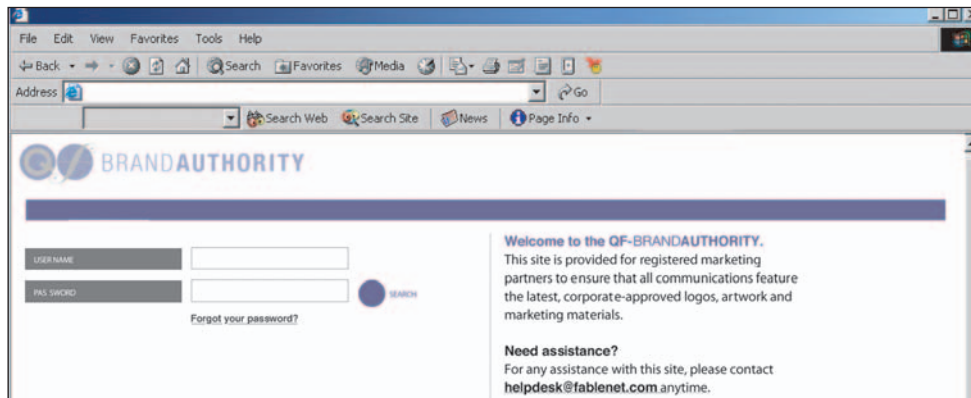
QF-PIXSHARE is available 24/7 from any computer with Internet access, and any creative resource you designate—a freelance art director, for instance, or a printer—can access your images. There is no software to download, nor is there any burden on corporate IT resources.

SECURITY

All sensitive graphical content is protected. Only members have access to the system and only Quinn Fable can register new members. Security and control are enhanced through multiple levels of member access. Also, 128-bit encryption ensures the same level of privacy and security used by financial institutions and government agencies.

QF-PIXSHARE IS THE IDEAL TOOL FOR MANAGING PHOTOGRAPHIC ASSETS.

ACHIEVING UNCOMMON SUCCESS



QF-BRANDAUTHORITY is the ultimate creative asset management system. It stores, archives, and controls the usage of all digital assets related to brand identity, including:

- Logos
- Color palettes
- Fonts
- Language guides
- Images
- Graphic elements
- Document templates
- Archives

This unique Web-based system allows marketing managers and art directors to establish and control a single repository containing all approved digital assets used for corporate branding.

PROVIDES CENTRALIZED USAGE CONTROL AND EASY SEARCHING.

CONVENIENCE

QF-BRANDAUTHORITY centralizes, organizes, and controls both the location and format of every creative asset. Its unique and powerful search and query capabilities make finding any item fast and easy. All content is stored and categorized in the **QF-BRANDAUTHORITY** database according to a set of defined characteristics.

QF-BRANDAUTHORITY is available 24/7 from any computer with Internet access. There is no software to download, nor is there any burden on corporate IT resources.

CONTROL

The **QF-BRANDAUTHORITY's** multiple levels of access also allow art directors and marketing managers to control and track who has access to any particular item.

All content is protected. Only members have access to the system. Also, 128-bit encryption ensures the same level of privacy and security used by financial institutions and government agencies.

QF-BRANDAUTHORITY IS AN INVALUABLE TOOL FOR ANYONE INVOLVED IN CREATIVE ASSET MANAGEMENT.

ACHIEVING UNCOMMON SUCCESS