

**Successful communication is more than sending emails.**

You need a suite of tools that are easy to use yet powerful enough to give you the control and information you need for your business or organization to succeed.

### **Dependable**

smartCommunicator is powered by leaders in online messaging and communications. Years of experience are at work behind the scenes to ensure the highest level of reliability and deliverability for your messages.

### **Powerful**

Capacity is no problem for smartCommunicator. We can push millions of messages in minutes so the only bottleneck you'll encounter is deciding how much you want to do.

### **Intuitive**

Completely redesigned from the ground up, smartCommunicator has an all-new interface that is easy to use and uncluttered. Powered by Silverlight™, it provides a graphically rich user interface that is as quick and responsive.

### **Expandable**

Right now, you might only be interested in just a few of the modules that smartCommunicator provides. And that's OK, because our suite of tools allows you to add modules at any time for your needs and budget.

### **Smart**

The philosophy behind smartCommunicator is simplicity. Managing the various aspects of communicating your message shouldn't require an army. It should allow you to focus on your message and managing your results. Now that's smart.

www.smartCommunicator.net

## **Communications with room to grow.**



smartCommunicator is offered in scalable modules to allow you to pick and choose the perfect combination of tools that meet your needs today. But you'll always have the opportunity to add and modify your toolset to expand your potential at any time.

### **Standard smartCommunicator**

When you first set up your smartCommunicator account, you get smartManager, smartData, our innovative Sandbox Selection Tool and the Dashboard. These modules allow you to import and export your data as well as access to additional cleaning and enhancement features for your information.

### **Additional Modules and Services**

Our modules allow you to perform a variety of messages and actions. From email to text messaging to creating surveys: there's a module for the messages you want to deliver. We also offer modules that provide powerful tools to analyze and interpret your data in ways that will let you leverage the power of smartCommunicator to YOUR fullest potential.

### **Get Started Today**

Call (800) 964-8682 or  
(423) 664-7678 or go to  
[www.smartCommunicator.net](http://www.smartCommunicator.net)

 **smartCommunicator**<sup>®</sup>  
More powerful and easier to use. Now that's smart.

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Patent Pending



Meet the new

 **smartCommunicator**<sup>®</sup>

**Communication has  
now come full circle.**

[www.smartCommunicator.net](http://www.smartCommunicator.net)

smartCommunicator® is a brand of Airnet Group, Inc.

 **smartCommunicator**® brings together every method of modern communication. Organize your data, distribute your message and turn those messages into actions. With smartCommunicator, you're not just sending messages...you're leading the conversation. **Now that's smart.**

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### The Dashboard

In today's fast-paced communications world, information is critical. Using the Dashboard, you have access to all your data and message statistics. Monitor message open rates, clicks and the overall performance of your communications. The Dashboard puts actionable information at your fingertips when you want it.



### smartMailer

Email is still the most powerful way to connect your message with millions of customers and supporters. smartMailer is much more than a way to send your audience an email. It helps you create, send and manage the emails your audience will want to receive.



### smartMessenger

Almost 100,000 text messages are sent every second. So how do you make this technology work for you? smartMessenger guides you through the process to ensure your text messages are going to the right people at the right time so your message will be received.



### smartDialer

Make your phone calls something people will want to answer. smartDialer makes the most out of your calls by giving you the ability to conduct VOIP surveys, start conference calls or connect to live operators to capture your audience's interest immediately.



### smartSurvey

Whether you want to conduct surveys over the phone, through text messaging or on the web, smartSurvey is the answer. smartSurvey will tell you what your customers are thinking. And you'll spend less time building surveys and more time putting the results to use.



### Sandbox Selection Tool

Our innovative Sandbox Selection Tool makes creating targeted segments of your audience easy. And all without being a database expert. Using an intuitive drag and drop interface, you can create the perfect audience for the messages you send.



### smartData

Use the smartData suite of tools to organize, manage, update and enhance your information. Clean, integrate automated change-of-address updates, standardize information, and match your data with one click all from within smartData.



### smartAdvertising

Use smartAdvertising and learn how you can take advantage of the latest advertising trends including online ads, rich media, IP TV and more. Learn how your ads are performing to keep your media plan working for you to get the results you're looking for.



### smartPrinter

The average person spends three to five seconds deciding whether your printed items are read before they go into the trash. Make those valuable seconds engaging through customized pieces that are personalized for your audience.



### smartSequence

One of the most powerful features in smartCommunicator is sequential messaging made easy. smartSequence allows you to tie messages together to create coordinated followups automatically and increase audience responses.



### smartDollars

With smartDollars, powered by eDonation, you get the ultimate customized online payment system. Process credit cards, set up customized stores, sell tickets, set up widgets for your fans and much more to dramatically improve your bottom line.



### smartAnalyser

Use predictive analysis to determine your organization's return on investment and how it can be improved through better communication. With smartAnalyser you will optimize your messages and who you're sending them to every time. Better analysis gets you better results.



### smartGroups

Everyone wants to take advantage of the latest social networking technologies. With smartGroups, ensure your social network messaging is coordinated and integrated with your overall communications plan.



### smartManager

Setting up a smartCommunicator account for your organization is a snap with smartManager. Control who can see what, how your tools look and module templates. We make it easy from step one.