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Tokyo Paris
Beijing
Madrid

email that makes you look
gloooqTM
powered by bmail

Lisbon Warsaw
Moscow
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Berlin
Copenhagen
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PR Yourself

In a constant effort to create a complete brand experience, communicated through a variety of media channels, marketers need to use every possible resource to reach potential clients. glooqPro, from *revolutionare*, delivers a unique solution supporting the integrated brand experience by using ongoing email traffic as a PR marketing platform, turning an overlooked and hard to utilise resource – into a valuable commodity.

glooqPro is an innovative technological development enabling marketing professionals to feature their advertisements in the email traffic of their organisation, offering unlimited possibilities for today's businesses. Easy installation, a friendly web interface and online campaign statistics make glooqPro a second to none option in your daily marketing efforts.

Used by hundreds of leading organisations worldwide, glooqPro enriches daily email traffic with powerful advertising messages to potential clients. glooqPro messages proactively engage with company emails offering great advertising possibilities never previously available.

We invite you to join the New Generation PR email revolution.

gloooqPro

The New Generation email PR channel

Utilising your organisation's emails as a marketing platform encompasses three core elements required of successful campaigns.

reach > exposure > reaction

Massive reach

On average, your staff spend over 2 hours a day communicating via email. An average employee sends 30 emails a day. A company of a 100 employees will easily reach 3,000 emails a day - 60,000 emails a month. Access to the network created by this email channel delivers instant massive reach.

100% exposure

No more worries about whether recipients will actually open promotional email. Emails originating from known senders to clients, suppliers, colleagues or friends are more likely to be opened and read, guaranteeing excellent exposure.

Brand Preference

gloooqPro media is self promotion by design. Received from a trusted sender, the message it brings across is viewed as more reliable and reinforced through accepted repetition. This sought after credibility creates a unique brand preference which translates into effective customer reaction.

3 simple steps to successful PR

Staff member writes an ordinary email and sends it

1



glooqPro adds a campaign banner to each email as it passes through the server. The received email includes the added banner

2



Each banner links to a minisite, a promotion page or the company's website

3



Option of adding banners or textual ads

1 simple system

The glooqPro friendly web console allows centralised control of the attached banners



After the campaign is launched view statistical analysis and measure success

No.	Name	Target	Status	Start	End	Sent	Clicked
1	Sale	External	open	02/06/07	02/02/07	5988	3799
2	Sale2	External	open	02/06/07	02/02/07	6533	3499
3	V6	External	open	02/06/07	02/02/07	1577	5799
4	Holiday	External	open	02/06/07	02/02/07	3422	1700
5	New Year	External	open	02/06/07	02/02/07	2367	678

flexible banner positioning



gloogPro 5 advantages

Cost Effective

A one time investment in a system that offers endless marketing abilities

Each email works for you

Each email includes a marketing banner. gloogPro transforms all employees into an extended marketing team

Easy to install, safe to use

Smooth system interfacing promises a quick and safe installation

Simple Operation

An easy to use web interface ensures your campaign can be up and running in less than 60 seconds

Powerful Creative

Professional creative guarantees your campaign will attract the appropriate attention through ads, banners, landing pages and mini sites

Key Product Features

Multi Language Management

Choose your interface language

Statistical Overview

View campaign results in real time. Exposure, click rates etc. through glooq's statistics engine

Recipient Segmentation

Nominate banners to different recipient groups

Sender Segmentation

Nominate banners to different sender groups

Personalized signature

Include dynamic personalized signatures of every employees name, title and contacts



Banner Options

Multi zone banners, ad words (through an ad words editor) and publishing pinning options

Campaign Scheduling

Schedule campaign launches and determine the total number of emails to which banners will be added

HTML Converter

Transform plain text emails to powerful eye catching html emails

No Banner option

Allows users to exclude a banner from a specific email at their discretion

iPhone Compatible

Launch your campaigns and enjoy the glooq experience with your new iPhone.

glooqPro uses 20

External Clients

- Branding and Positioning
- Delivering Marketing Messages
- Promoting Sales Offers
- Launching New Products
- Traffic Diversion to your Internet Site
- Public Interest Messages
- News / Newsletter
- Employees Search and Recruitment
- Holiday Wishes
- Customer Retention

Internal Clients

- Promoting Sales Targets
- Publicising Job Openings
- Management Messages
- Raising Team Spirit
- Notifying of New Appointments
- Delivering Company News
- Commemorating Employees' Birthdays
- Human Resources Issues
- Company Special Events
- Employee of the Month



revolutionare

Stemming from advertising as well as technological branches, revolutionare has set out to provide its clients worldwide with quality advertising tools based on cutting edge technological solutions. Coupled by unparalleled service and personal attention, revolutionare, based in Tel-Aviv, offers service throughout Europe, the Far East and Australia.

gloooq is available throughout Europe and the Far East in the following countries.
For more information about gloooq in your region/country
please contact your local gloooq reseller.

