



Are you committing
one of the seven deadly
sins of e-mail marketing?



ROI Direct.com



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If you are, you may be losing your online customers...

Successful e-mail marketing is no simple task. In addition to understanding the channel, you must also know the penalties of misuse. Committing one of the seven sins could result in the permanent loss of a valuable customer.

Free White Paper

How do you know if you are misusing the channel and losing your online customers? Visit our Web site at www.roidirect.com/7sins and download a **free** white paper on the seven sins of e-mail marketing, how they can impact your business, and what you must do to avoid the heat.

ROI Direct.com is a leading provider of hosted applications that allow companies to realize their potential as online merchants. Our comprehensive e-business solutions include commerce, marketing, and customer care and provide the critical capabilities necessary to acquire, retain, and maximize the lifetime value of your Internet customers.

Call 1.800.420.4224 or visit us online at www.roidirect.com/7sins to find out if your e-mail marketing efforts are making your customers 'hot.'