



# Implix Private Label Program

## Products and Services:

- ✓ *GetResponse*
- ✓ *WebsiteWizard*

URL: <http://www.implix.com/products-private-labels.html>

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## **Implix**

Implix is a company offering turnkey e-business solutions that combine high-tech standards with premium usability features. Established in 1998 by Simon Grabowski, it evolves to provide you with innovative e-mail marketing tools just when you need them. At Implix, we listen to our customers and do all the necessary to meet your needs, and supply you with the most satisfying solutions.

## **Implix Private Labels**

Implix Private Label Program allows you to expand your business and gain brand new revenue streams. A Private Label lets you use the already tested and proven technology, and seamlessly integrate it with your existing offer, or launch it as a new product. It is a flexible solution that can be customized to perfectly suit your unique needs.

Currently we offer GetResponse and WebsiteWizard Private Labels. Both, GetResponse and Website Wizard, are our flagship and most advanced services.

## GetResponse Private Label

GetResponse Private Label Program includes two solutions that you can choose from to better address your individual needs:

	<b>Dedicated Server</b>	<b>Private Label</b>
<b>Description</b>	Offers all of the features of GetResponse, as well as other benefits that make it an ideal cost-effective solution for aggressive email marketers.	Enables you to launch your own, fully-branded autoresponder and newsletter hosting business, without the hassle of developing and maintaining an in-house solution.
<b>Benefits</b>	<ul style="list-style-type: none"> <li>* No delays when sending out mails.</li> <li>* Unlimited autoresponder accounts.</li> <li>* Independence from the shared system architecture.</li> <li>* Better protection against spam/UCE complaints.</li> <li>* Unparalleled email deliverability.</li> <li>* Top-notch reliability. Daily backups.</li> <li>* Premium Customer Support</li> </ul>	<ul style="list-style-type: none"> <li>* Launch a fully-branded private label autoresponder and newsletter hosting business.</li> <li>* Make more sales and retain customers by offering value-added email marketing services.</li> <li>* Benefit from the constant product development and technology feature upgrades.</li> <li>* Increase your profitability and minimize cost by realizing economies of scale.</li> </ul>

	<ul style="list-style-type: none"> <li>* Total control over the system.</li> </ul>	<ul style="list-style-type: none"> <li>* Offer a branded autoresponder and newsletter hosting services without the hassle and the investment of developing and maintaining them in-house.</li> <li>* Reduce cost by migrating your current solutions to the new platform.</li> <li>* Easily scale to hundreds of thousands of customers.</li> </ul>
<p><b>Additional Info</b></p>	<p>Excellent for:</p> <ul style="list-style-type: none"> <li>* Companies with large email lists.</li> <li>* Businesses that wish to add value to their offering (i.e. portals, web hosting companies, network marketing companies).</li> <li>* List brokers who manage lists for their clients.</li> </ul>	<p>Your Features:</p> <ul style="list-style-type: none"> <li>* Hosting under your own domain name.</li> <li>* Fully automated sales system.</li> <li>* Custom website with your company details and logo.</li> <li>* Automated billing management system.</li> <li>* Real-time statistics and administrative panel.</li> <li>* Priority support for our private label partners.</li> <li>* Toll-free phone and email support for your customers.</li> </ul>

<p><b>Pricing</b></p>	<p><b>Set-up fee:</b> from \$995</p> <p><b>Monthly cost:</b> from \$1,995</p> <p>Implementation of custom features rate: \$70 per hour</p>	<p>* Implementation subject to individual agreements, dependent on the scope of custom work and project priority.</p> <p>* <b>Set-up fee</b> of \$2,495 features a domain name registration (if you require a new one), setup of a custom website, account management panel, order page, login page.</p> <p>* The Standard Plan (Unlimited Autoresponders) is offered at \$19.95 per month and as a Private Label partner, you will receive <b>45% commission</b> on its sales. If you wish to market a different package, please contact us for more information.</p> <p>* After a 3-month 'ramp up' period, a monthly administrative fee of \$400 may be assessed if less than 50 active accounts are maintained.</p>
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*Please note that Implex Affiliate Program is **NOT** a part of GetResponse Private Label offer.*

## WebsiteWizard Private Label

WebsiteWizard Private Label is a corporate version of WebsiteWizard. It is based on its features, however may be customized per your unique needs as it is a fully flexible solution.

### Standard Cooperation Model

The most common model of cooperation is as following: we create a new private label, e.g. "[company name] Website Builder", with fresh and new design. Marketing is handled by your company, Implix takes care of the billing issues and technical support (however, it is possible for you to handle it yourself too). Website control panel for the users as well as their sites are hosted on our servers. The user doesn't even know he is using WebsiteWizard.

### Commission

Once a month we prepare a list of active accounts, on the basis of which you can send us an invoice for your commissions. The commission per account is set at 40-55% of the WebsiteWizard package list price, depending on the number of active accounts.

### Set-up Fee

Every private label is custom-made, so there is a set-up fee, the value of which depends on the number of changes in code, design or the billing system.

## Customization

\* Do you plan to charge your users using your own billing system (in this case you would get an interface allowing you to create, check and delete accounts remotely and you would be billed by us per each account on monthly basis) or do you want us to handle the billing and pay you a commission for every active account.

\* Do you prefer to handle customer support yourself (a short training would be required here, which will affect the setup cost) or do you want our experienced support staff to handle it?

\* Would you take care of graphics and logo design for your private-label website or do you want our designers to create it?

\* Do you think that we should make some changes or add new features to WebsiteWizard engine before starting?

\* Would you like to keep existing prices and payment plans or rather change them?

## How To Apply For A Private Label?

If you wish to apply for a Private Label, or simply want to obtain more detailed information that will allow you to discover your real business potential, do not hesitate contact our Development Department. Please advise us some details regarding your business model and the growth strategy, as this will help us assist you better and address your needs more accurately.

You can reach us via:

- <http://www.implix.com/products-private-labels.html>
- <http://www.implix.com/contact.html>
- [bizdev@implix.com](mailto:bizdev@implix.com)

## Other Solutions

Do not limit yourself with coming down to just a few marketing solutions. Find your own way, and remember that we are here to deliver you numerous programs to choose from.

## Affiliate Program

Our Affiliate Program allows you to promote following Implex products and services:

- <http://www.getresponse.com>
- <http://www.websiteswizard.com>
- <http://www.hypertracker.com>
- <http://www.bizmint.com>
- <http://www.ebookgold.com>
- <http://www.dynamitecovers.com>

You can choose to promote all of them, some of them, or just one. We have prepared professional marketing materials that you can use; however, you can create your own as well. If your promotion leads to a sale, you will receive 30% commission. If you encourage someone else to become our affiliate, you will receive an extra 10% of every sale they make. Your commissions add up in your Implex Affiliate account, and when they reach \$50, we will send you a check by mail.

You no longer have to look for a new revenue stream, as you are just a few clicks away from becoming a successful online marketer, an Implex Affiliate.

**You can sign up for free here:** <http://www.implix.com/affiliates>

*Please note that Implex Affiliate Program and Implex Private Labels are two separate offers, which are not to be associated or integrated in any way.*

## Enterprise Products

Implix customer-orientated strategy ensures that our products and services are there to satisfy all of our customers, individual online entrepreneurs as well as multinational companies. We offer you premium enterprise solutions such as:

- **X.Mail**                      our premium email marketing solution that will help you optimize your marketing efforts and achieve highest email deliverability
  
- **X.Web**                        Implix website builder technology that can be integrated with your existing offer, or launched as a brand new product
  
- **X.Helpdesk**                an advanced support solution that will allow you to effectively manage your customers' inquiries.

If you feel that your company has reached the point at which you need to organize your work better to be able to realize its full potential, please consider implementing one of above solutions. Feel free to contact our Development Department at [bizdev@implix.com](mailto:bizdev@implix.com), and we will be happy to provide you with comprehensive information on the products' requirements and capabilities.