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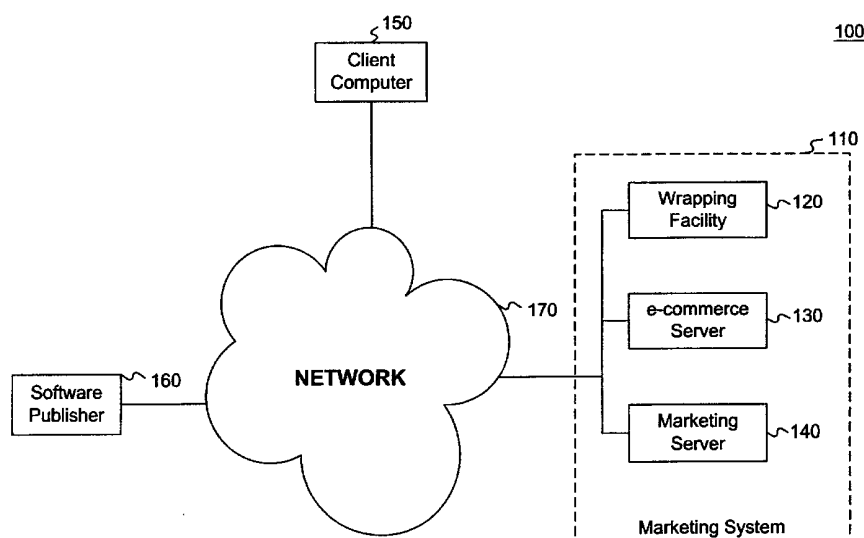
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(54) Title: E-MAIL MARKETING METHOD AND SYSTEM



(57) Abstract: Methods and systems consistent with the present invention provide a marketing system that enable software publishers to create a one-on-one marketing campaign for new software releases. Specifically, the marketing system provides a complete start to finish process to launch new software. An introductory e-mail is sent out to various end users. If an end user is interested in obtaining a trial version of the new software, the end user fills a profiler form out and downloads a wrapped trail version of the software. Afterwards, scheduled e-mail messages are sent to the end user. At any time before the trial software expires, the end user may purchase the trial software by providing a clearing house with purchase information, such as a credit card and billing address. This novel marketing system not only permits the software publishers to completely and reliably outsource their e-commerce and target market end users, but it also enables the publisher to market, sell and deliver software online.



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## E-MAIL MARKETING METHOD AND SYSTEM

Field of the Invention

This invention relates generally to data processing systems and, more particularly, to e-commerce systems.

5    Description of the Related Art

With the commercialization of the Internet, using the Internet to outsource parts of companies is becoming more prevalent. For example, online retailer stores may outsource their entire customer support center. They do this since it is less expensive to hire a firm to provide the customer  
10    support than to maintain a full time staff. Another type of outsourcing is e-commerce outsourcing. E-commerce outsourcing involves allowing a third party to sell the companies product. For example, a software publisher may outsource their e-commerce so that they may focus on software development, and not on selling their product.

15       One type of e-commerce outsourcing available to software publishers is electronic software distribution (ESD). With ESD, an end user can use a computer to purchase software from an electronic point of sale (ePOS), or "store," via a network such as the Internet. The ePOS may be a conventional World Wide Web site, for example, and may represent a software reseller or  
20    publisher, such as Macromedia or iGO.com. The software can be downloaded to the user and the user can make payment electronically via the network, without the need for any physical storage medium or physical remuneration to change hands.

Prior to being downloaded, the software generally undergoes certain  
25    preparation, which is referred to as "wrapping." Wrapping may include adding certain information to the software product to associated the product with a particular source (i.e., reseller, distributor, etc.), such as a bitmap of the source's logo. Wrapping solutions have been described in Ser. No. 09/134,691 by the same Assignee, hereby incorporated by reference.

30    Although wrapping enables the software publisher to outsource their software,

it does not necessarily enable companies to deliver, market, or sell more software.

There is therefore a need to provide marketing capability to existing wrapping systems and provide Internet marketing for product launches in general. Further, there is a need for software publishers to know, real-time, statistics associated with their distributed software.

### **SUMMARY OF THE INVENTION**

Methods and systems consistent with the present invention provide a marketing system that enable software publishers to create a one-on-one marketing campaign for new software releases. Specifically, the marketing system provides a complete start to finish process to launch new software. An introductory e-mail is sent out to various end users. If an end user is interested in obtaining a trial version of the new software, the end user fills a profiler form out and downloads a wrapped trial version of the software. Afterwards, scheduled e-mail messages are sent to the end user. At any time before the trial software expires, the end user may purchase the trial software by providing an online merchant with purchase information, such as a credit card and billing address. This novel marketing system not only permits the software publishers to completely and reliably outsource their e-commerce and target market end users, but it also enables the publisher to market, sell and deliver software online.

### **BRIEF DESCRIPTION OF THE DRAWINGS**

The accompanying drawings, which are incorporated in and constitute a part of this specification, illustrate an implementation of the invention and, together with the description, serve to explain the advantages and principles of the invention. In the drawings,

Figure 1 depicts a data processing system suitable for practicing methods and systems consistent with the present invention;

Figure 2 depicts a more detailed diagram of the client computer depicted in Fig. 1;

Figure 3A depicts a more detailed diagram of the wrapping facility depicted in Fig. 1;

Figure 3B depicts a more detailed diagram of the e-commerce server depicted in Fig. 1;

5        Figure 3C depicts a more detailed diagram of the marketing server depicted in Fig. 1;

Figure 4 depicts a flow chart of the steps performed by the data processing system of Fig. 1 when providing recommendation in accordance with methods and systems consistent with the present invention;

10       Figure 5A depicts a more detailed flow chart of the wrapping process depicted in Fig. 4;

Figure 5B depicts a more detailed flow chart of the distribution process depicted in Fig. 4;

15       Figure 5C depicts a more detailed flow chart of the marketing process depicted in Fig. 4;

Figure 6A depicts a profiler form interface used in accordance with methods and systems of the present invention;

Figure 6B depicts a sales agent interface used in accordance with methods and systems of the present invention;

20       Figure 6C depicts a billing form interface used in accordance with methods and systems of the present invention;

Figures 6D-6E depict sample e-mail messages used with methods and systems of the present invention; and

25       Figures 7A-7B depict sample reports created with methods and systems of the present invention.

### **DETAILED DESCRIPTION**

The following detailed description of the invention refers to the accompanying drawings. Although the description includes exemplary implementations, other implementations are possible, and changes may be made to the implementations described without departing from the spirit and scope of the invention. The following detailed description does not limit the invention. Instead, the scope of the invention is defined by the appended

30

claims. Wherever possible, the same reference numbers will be used throughout the drawings and the following description to refer to the same or like parts.

## 5 Overview

Systems consistent with the present invention enable software publishers to launch new software to end users using the Internet. The systems provide trial software for evaluation purposes to end users while maintaining an open channel of communication with each end user that  
10 downloaded trial software.

Systems consistent with the present invention obtain marketing demographic information pertaining to various end users. In one instance of marketing information, an end user fills out a profiler form to obtain new trial software. The marketing information may be used to build marketing  
15 databases, or supply marketing information to software publishers.

Once the end user fills out the profiler form, the end user may request a copy of a trial software. The trial version is a "try-before-buy" mode, in which the end user can use the trial software for a limited time with the option to purchase it, subject to certain constraints, such as a time limitation or a  
20 limitation on the number of useable features. The end user obtains the trial software by any appropriate technique, such as an HTTP request. Once a request is sent to the marketing system, the system downloads the trial software to the end user.

To use the trial software, the end user provides an input for initiating or  
25 otherwise selecting the downloaded software, such as double-clicking on a displayed program icon on the computer desktop. In response to this user input, the executable code of the trial software is launched. After the end user receives the trial software, a marketing system periodically transmits e-mail messages to the end user pertaining to the trial software. For example, each  
30 e-mail message may include instructions for operating the trial software as well as promotional electronic coupons for other products by the software publisher. The e-mail messages also indicate the expiration date of the trial software. By periodically sending these e-mail message to the end user, the marketing system creates a one-to-one marketing campaign directed to end

users that have the trial software. Also, the marketing system maintains real-time statistics and provides detailed reports to the software publishers, such as the number of downloads, number of e-mail messages, and number of purchases.

5           If at any point the end user is interested in purchasing the software, the end user enters user information and payment information in a sales agent interface associated with the trial software, further described below. When the end user has entered all of the required information, the payment information is then transmitted to a clearing house for authorization. Upon  
10       receiving authorization to proceed from the clearing house, the trial software "unwraps" and provides the end user with a fully functional version of the software.

          Alternatively, the marketing system may provide notifications of launches aside from software. For example, if a third party needed to create  
15       a marketing promotion using the Internet, the marketing server could periodically transmit e-mail messages with coupons to potential interested users (based on information provided in the profiler form).

#### System Components

          Fig. 1 depicts a data processing system 100 suitable for practicing  
20       methods and systems consistent with the present invention. Data processing system 100 comprises a client computer 150 and a software publisher 160 connected to a marketing system 110 via a network 170, such as the Internet. A user uses client computer 150 to receive and transmit information to e-commerce server 130 and marketing server 140 at marketing system 110.

25           Although only one client computer 150 is depicted, one skilled in the art will appreciate that data processing system 100 may contain many more client computers. One skilled in the art will also appreciate that various software located at marketing system 110 may be located at various points throughout system 100.

30           Figure 2 depicts a more detailed diagram of client computer 150, which contains a memory 220, a secondary storage device 230, a central processing unit (CPU) 240, an input device 250, and a video display 260. Memory 220 includes a browser 222 and an e-mail program 224. Browser 222 allows users to interact with e-commerce server 130 by transmitting and

receiving files, such as web pages. A web page may include images or textual information to provide an interface to receive identification information from a user using hypertext markup language (HTML), Java or other techniques. An example of a browser suitable for use with methods and  
5 systems consistent with the present invention is the Netscape Navigator browser, from Netscape. E-mail program 224 allows a user to transmit and receive e-mail messages. An example of such a program is the Eudora e-mail client, from Eudora.

As shown in Figure 3A, wrapping facility 120 includes a memory 302, a  
10 secondary storage device 306, a CPU 308, an input device 310, and a video display 312. Memory 302 includes a wrap engine 304 that wraps software on-the-fly in a manner that is customized for a software publisher 160. More information on wrapping facility 120 is available in US Patent Application No. 09/134,691, hereby incorporated by reference.

As shown in Figure 3B, e-commerce server 130 is similarly configured to wrapping facility 120. Memory 320 includes e-commerce application 322 and interface software 324. E-commerce application 322 may be any type of online store that sells goods over the Internet. Interface software 324 is  
15 provided to interface with wrapping facility 120 and marketing server 140. Interface software 324 receives wrapped software from wrapping facility 120 and transmits end user information to marketing server 140. To receive and transmit the software and end user information, interface software 324 may be an Application Program Interface (API), or other input interface. An API is a  
20 set of routines, protocols, or tools for communicating with software applications. APIs provide efficient access to the e-commerce server without the need for additional software.

Secondary storage device 326 includes a database 328 that stores wrapped software, user purchase information in order file 330 and marketing demographic information in user file 332. One skilled in the art will appreciate  
30 that user file 332 may contain information such as, an end user's e-mail address, a unique user identification, or user shipping information.

As shown in Fig 3C, marketing server 140 is similarly configured as wrapping facility 120. Memory 340 contains e-mail distribution software 342 and reporting software 344. E-mail distribution software 342 queries interface

software 324 on e-commerce server 130 to obtain user information stored in order file 330 and user file 332, such as the end-user's e-mail address, name of trial software downloaded, and date of download. With this information, e-mail distribution software 342 transmits periodic e-mail messages to the end users, using well-known techniques. Reporting software 344 creates various reports that include statistical information about the status of the trial software, such as transmitted e-mail messages, end user response rates, and end user downloads. Reporting software 344 obtains the information to create the reports from e-commerce server 130.

Although aspects of the present invention are described in terms of digital software, one skilled in the art will appreciate that these aspects may be any type of digital good, such as a digital book or digital music. Additionally, although aspects of the present invention are described as being stored in memory, one skilled in the art will appreciate that these aspects may be stored on or read from other computer readable media, such as secondary storage devices, like hard disks, floppy disks, and CD-ROM; a carrier wave received from a network like the Internet; or other forms of ROM or RAM. Additionally, although specific components and programs of the various servers have been described, one skilled in the art will appreciate that these may contain additional or different components or programs.

#### Overview of the Launch Process

Figure 4 depicts a flow chart of the steps performed by marketing system 110. The launch process is initiated by receiving a digital good, such as software from a software distributor 160 (step 402). Wrapping process 402 creates wrapped software (trial software) from the software and sends the trial software to e-commerce server 130. The wrapping process ends by providing a means to obtain the trial software, such as a link to a web page from e-commerce application 322. Once the trial software is available for download from e-commerce server 130, a distributing process begins (step 404). This process entails obtaining marketing information from end users and distributing the trial software. Once the end user obtains the trial software, the marketing process provides targeted information to the end user using scheduled e-mail messages, and information to software publisher 160 using marketing reports (step 406). One skilled in the art will appreciate that



marketing process 406 may provide targeted marketing to the end user in other ways, such as by facsimile, by automated telephone messages, or by mailed CDROMs or DVDs.

Further details and operations of the launch process will now be explained with reference to the flowcharts of Figures 5A-5C.

#### Wrapping Process

As shown in Fig. 5A, wrapping process 402 is initiated, for example, by receiving and encrypting software (step 502). The software is transmitted from a software publisher 160 into wrapping facility 120. For example, software publisher 160 may use File Transfer Protocol (FTP) or a CDROM to transfer the software to wrapping facility 120. Once wrapping facility 120 obtains the software, wrap engine 304 implements a wrapping process to create a trial software, the wrapping process is described in greater detail in US Patent Application No. 09/134,691. The trial software is then transmitted to e-commerce server 130 where it resides and remains available for download by any end user (step 504). To transfer the trial software, wrap engine 304 communicates with interface software 324 on e-commerce server 120. For example, wrap engine 304 may transmit the trial software through well-known sockets to interface software 324. After interface software 324 receives the trial software, interface software 324 includes the trial software in database 328. At the same time, e-commerce application 322 creates a URL link to obtain the trial software (step 506). However, the link does not provide immediate access to the trial software. Instead, the link connects to a profiler form for the end user to fill out, further described below. After the end user fills out the profiler form, e-commerce application 322 transmits the trial software to the end user. Once the e-commerce application 322 creates the link, the link is widely distributed to end users by sending out mass e-mail messages or by banner-advertising on other web sites (step 508). Each e-mail message sent includes an HTML clickable link. When an end user clicks on the link, browser 222 displays the web page corresponding to the link. One skilled in the art will appreciate that the end user may instead obtain the trial software and profiler form on CDROM or DVD, or at a trade show.

#### Distribution Process

As shown in Fig. 5B, distribution process 404 is initiated by an end user selecting the profiler form link on e-commerce server 130 (step 512). In response to selecting the link, e-commerce application 322 displays a web page on browser 222 (step 514). The web page may consist of an

5 explanation of the trial software, and a profiler form 600 for the user to fill out, as shown in Fig. 6A. Profiler form 600 requires personal information 602. For example, personal information 602 may include the user's name, address, and e-mail address. One skilled in the art will appreciate that personal information 602 may include other information, such as age, hobbies, or

10 personal likes and dislikes. Profiler form 600 also includes a "Tell-A-Friend" feature 604. If an end user selects feature 604, e-commerce application 322 transmits a second form (not shown) with fields for additional end user's e-mail addresses. E-commerce application 322 then transmits the link embedded in an e-mail message to the additional end user. Once profiler

15 form 600 is displayed on the user's browser 222, the user can enter personal information 602 into the profiler form (step 516). The user may then submit profiler form 600 to e-commerce application 322 using the HTTP protocol standard (step 518). Marketing server 140 uses the entered information to provide targeted marketing to the end user.

20 Once profiler form 600 is received by e-commerce application 322, the application transmits the trial software to the end user using any well-know transmission technique, such as HTTP, FTP or e-mail (step 520). The end user then executes the trial software (step 522). To execute the trial software, the end user provides an input for initiating or otherwise selecting the

25 downloaded trial software, such as double clicking on a displayed program icon. In response to this user input, the executable of the trial software launches a sales agent interface 610 that controls access to the trial software, as shown in Fig. 6B. Sales agent interface 610 contains a sales pane 612 that enables the end user to enter user information and payment information.

30 The end user may decide at any time to purchase the trial software by selecting purchase button 614.

Fig. 6C depicts an interface screen 630 displayed to the end user after selecting purchase button 614. The end user is required to provide complete billing information as well as credit card information. Once the billing and

credit card information is verified by a clearing house, the trial software is decrypted and the end user is notified that the purchase has been approved (e.g., by a popup dialog box). More information regarding the decryption process may be found in US Patent application No. 09/134,691, hereby  
5 incorporated by reference. The clearing house also informs e-commerce server 130 that the trial software has been purchased and to update database 330 and order file 332. Software publishers can, at this point, run reports (described below) that indicate the amount of money to be paid to them. For example, once a month, marketing system 110 may provide checks to each  
10 publisher representing the number of digital goods sold for that publisher.

However, if the end user does not purchase the software, marketing process 406 sends scheduled targeted e-mail messages to the end user to promote the software and encourage the end user to purchase the software.

#### Marketing Process

15 Fig. 5C is a flow chart of the steps performed by marketing server 140. In a first instance, marketing server 140 communicates with end users (step 520). To communicate, e-mail distribution software 342 receives user information from interface software 324 on e-commerce server 130. Each time an end user successfully downloads the trial software, interface software  
20 324 transmits user information including the end user's e-mail address, software downloaded, and date of download to e-mail distribution software 342.

E-mail distribution software 342 also communicates with the end user on a predetermined schedule. The schedule may be modified to obtain a  
25 maximum response from the end users. For example, the schedule may indicate communications with the end user either daily or weekly, or any time the end user visits a particular web page. In one particular predefined schedule (step 522), e-mail distribution software 342 transmits an initial e-mail message to the end user, as depicted in Fig. 6D. The initial e-mail message  
30 provides a confirmation that the end user has successfully downloaded the trial software. The message may indicate an expiration date for the trial software.

In this particular schedule, a second e-mail message is sent out to the end user, as depicted in Fig 6E. The second e-mail message is used to

remind the end user that there is an expiration date for the trial software. Also included in the second e-mail message may be various software tips and promotional coupons for other software approved by software publisher 160. Finally, a third e-mail message is sent out to the end user (not shown). The  
5 third e-mail message is in a similar format as the second e-mail message and may provide a final reminder of the expiration date of the trial software. The direct marketing campaign targeted to the end user provides novel e-commerce outsourcing capabilities to a software publisher 160.

In a second instance, reporting software 344 communicates with  
10 software publishers (step 530). Reporting software 344 provides daily reports 700 (step 532), such as goods sold, depicted in Figure 7A, and detailed end user reports 710 (step 534), such as transactions completed, sales, and end user profile statistics, depicted in Figure 7B. To provide reports 700, 710, reporting software 344 may contain a well-known web based query tool that  
15 accesses the various databases located in marketing system 110. In addition to the queries, a software publisher may download accounting information to update their own account receivables. For example, once a month a software publisher may download the total units sold and total price.

#### Conclusion

20 Methods and systems consistent with the present invention provide a marketing system that enable software publishers to create a one-on-one marketing campaign for new software releases. Specifically, the marketing system provides a complete start to finish process to launch new software. An introductory e-mail is sent out to various end users. If an end user is  
25 interested in obtaining a trial version of the new software, the end user fills a profiler form out and downloads a wrapped trial version of the software. Afterwards, scheduled e-mail messages are sent to the end user. At any time before the trial software expires, the end user may purchase the trial software by providing a clearing house with purchase information, such as a credit card  
30 and billing address. This novel marketing system not only permits the software publishers to completely and reliably outsource their e-commerce and target market end users, but it also enables the publisher to market, sell and deliver software online.

The foregoing description of an implementation of the invention has been presented for purposes of illustration and description. It is not exhaustive and does not limit the invention to the precise form disclosed. Modifications and variations are possible in light of the above teachings or

5    may be acquired from practicing of the invention. For example, the described implementation includes software but the present invention may be implemented as a combination of hardware and software or in hardware alone.

WHAT IS CLAIMED IS:

1. A method for a plurality of users to purchase software, executed in a data processing system, comprising the steps of:

informing the plurality of users of a location of the software, wherein each user is provided with a link associated with the software;

receiving an indication that one of the plurality of users is interested in purchasing the software and, in response to the indication, transmitting the software to an address corresponding to the interested user; and

waiting a predetermined period of time and, if the interested user has not yet purchased the software, transmitting a message to the address corresponding to the interested user.

2. The method of claim 1, further including the step of:

before informing the plurality of users of a location of the software, encrypting the software to provide a trial use software.

3. The method of claim 1, further including the step of:

transmitting a second message to the address, wherein the second message includes information regarding the software.

4. The method of claim 1, wherein receiving an indication further includes the steps of:

providing a form to the interested user, the form includes marketing information fields and an e-mail address field for the interested user;

receiving a completed form from the interested user; and

transmitting the software to an e-mail address in the e-mail address field.

5. The method of claim 4, further including the steps of:

requesting the interested user to supply a corresponding e-mail address of a second user; and

transmitting the form to the second user.

6. A method for releasing software to users, executed in a data processing system, comprising the steps of:

- providing a link to trial software to the users;
- requiring a user to complete a form that includes marketing information associated with that user before that user downloads the trial software;
- once the user downloads the trial software, transmitting a personalized message that indicates an expiration date of the trial software to the user;
- transmitting a second personalized message to the user a predetermined period of time after transmitting the first message; and
- if the user responds to one of the messages, providing software to the user.

7. The method of claim 6, further including:

- transmitting a personalized e-mail to an e-mail address associated with another user, wherein the associated e-mail address is obtained from the user.

8. A method for marketing a product to a user, executed in a data processing system, comprising the steps of:

- receiving information including an e-mail address corresponding to the user from the user;
- transmitting a message to the user that includes a link to the product; and
- transmitting after a predetermines period of time at least a second message to the user that includes information regarding the product.

9. The method of claim 8, further including the step of:

- in response to the at least second message, receiving a buy indication from the user.

10. A method for providing software to a plurality of users, executed in a data processing system, comprising the steps of:

- transmitting a message that includes a link to a form to a plurality of

users;

receiving a completed form from one of the plurality of users;

upon receipt of the completed form, transmitting a message to the one of the plurality of users that includes information regarding the software and a link to the software, and transmitting the software when the one of the plurality of users selects the link;

transmitting a second message after a predetermined period of time to the one of the plurality of users that includes additional information regarding the software; and

if the one of the plurality of users do not respond within a predetermined period of time to the first or second messages, transmitting a third message to the one of the plurality of users.

11. A system for a plurality of users to purchase software, executed in a data processing system, comprising:

an informing component that informs the plurality of users of a location of the software, wherein each user is provided with a link associated with the software;

a transmission component that receives an indication that one of the plurality of users is interested in purchasing the software, and that transmits the software to an address corresponding to the interested user;

a memory containing a program that determines when to transmit a message to the address corresponding to the interested user; and wherein the transmission component transmits the message to the address when the program determines to transmit the message; and

a processor configured to run the program.

12. The system of claim 11, wherein the program determines to transmit the message to the address based on a predetermined schedule.

13. The system of claim 11, further comprising:

an encrypting component that encrypts the software.



14. The system of claim 11, wherein the transmission component further transmits a second message to the address, wherein the second message includes information regarding the software.

15. The system of claim 11, wherein the transmission component further provides a form to the interested user, the form includes marketing information fields and an e-mail address field for the interested user, receives a completed form from the interested user, and transmits the software to the corresponding e-mail address.

16. A computer-readable medium containing instructions, for controlling a data processing system to perform a method, the data processing system having a server for releasing software to users using a network, the method comprising the steps of:

- providing a link to trial software to the users;
- requiring a user to complete a form that includes marketing information associated with that user before that user downloads the trial software;
- once the user downloads the trial software, transmitting a personalized message that indicates an expiration date of the trial software to the user;
- transmitting a second personalized message to the user a predetermined period of time after transmitting the first message; and
- if the user responds to one of the messages, providing software to the user.

17. The computer-readable medium of claim 16, wherein the method further includes the step of:

- transmitting a personalized e-mail to an e-mail address associated with another user, wherein the associated e-mail address is obtained from the user.

18. A system for marketing a product to a user, comprising:

- means for receiving information including an e-mail address corresponding to the user from the user;
- means for transmitting a message to the user that includes a link to the

product; and

means for transmitting after a predetermines period of time at least a second message to the user that includes information regarding the product.

19. The system of claim 18, further comprising:  
means for receiving a buy indication from the user.

20. A method for marketing a product to a plurality of users,  
executed in a data processing system, comprising the steps of:  
transmitting a message that includes a link to a form to a plurality of  
users;  
receiving a completed form from one of the plurality of users;  
upon receipt of the completed form, transmitting a message to the one  
of the plurality of users that includes information regarding the software and a  
link to the software, and transmitting the software when the one of the plurality  
of users selects the link;  
transmitting a second message after a predetermined period of time to  
the one of the plurality of users that includes additional information regarding  
the software; and  
if the one of the plurality of users do not respond within a  
predetermined period of time to the first or second messages, transmitting a  
third message to the one of the plurality of users.

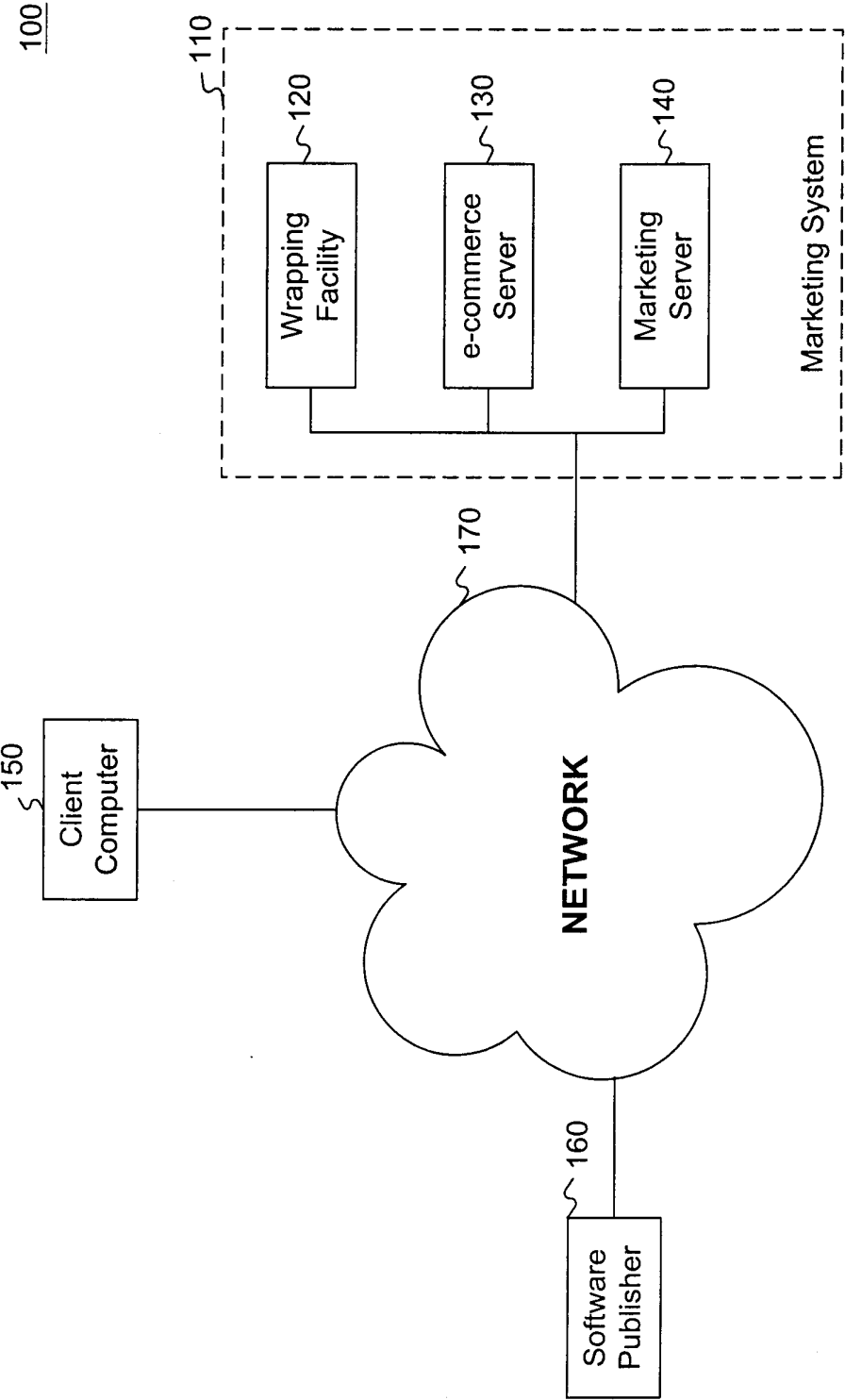


FIG. 1

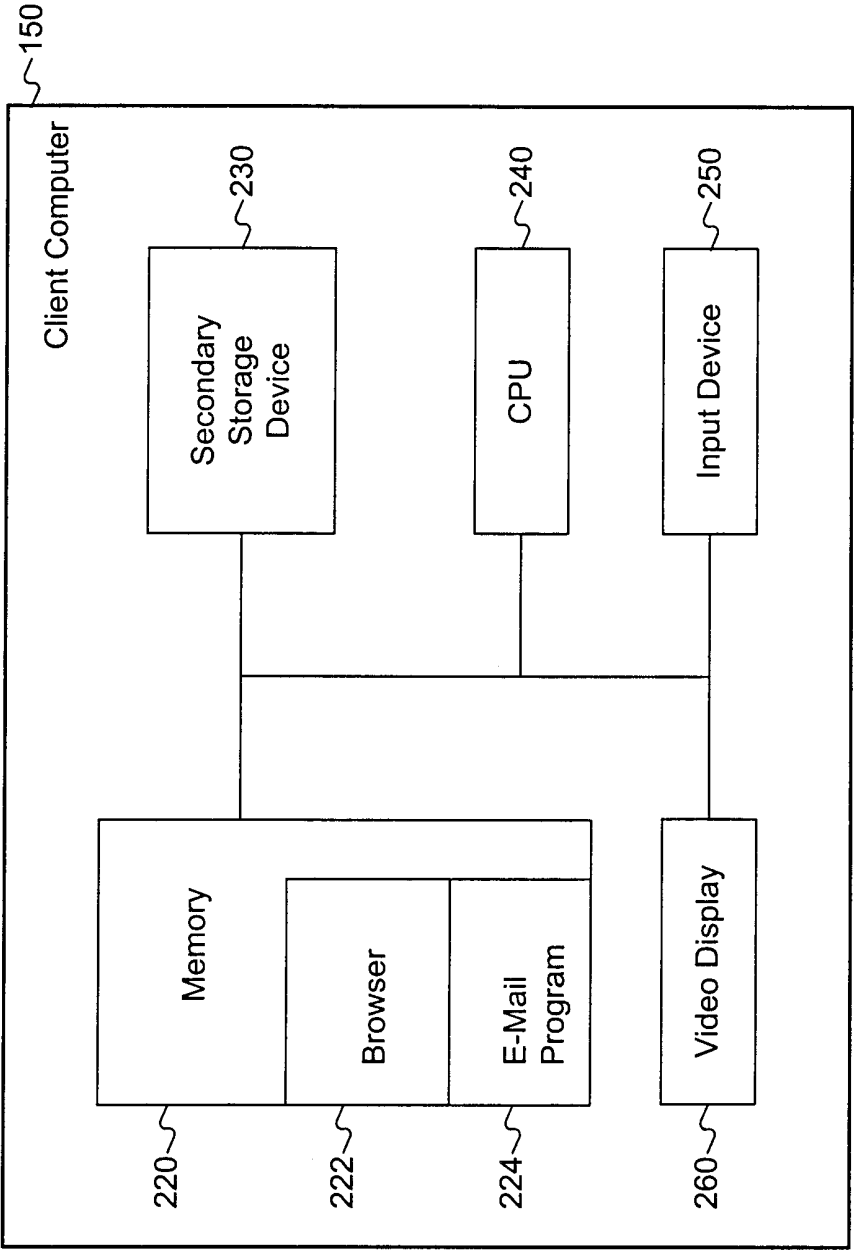


FIG. 2

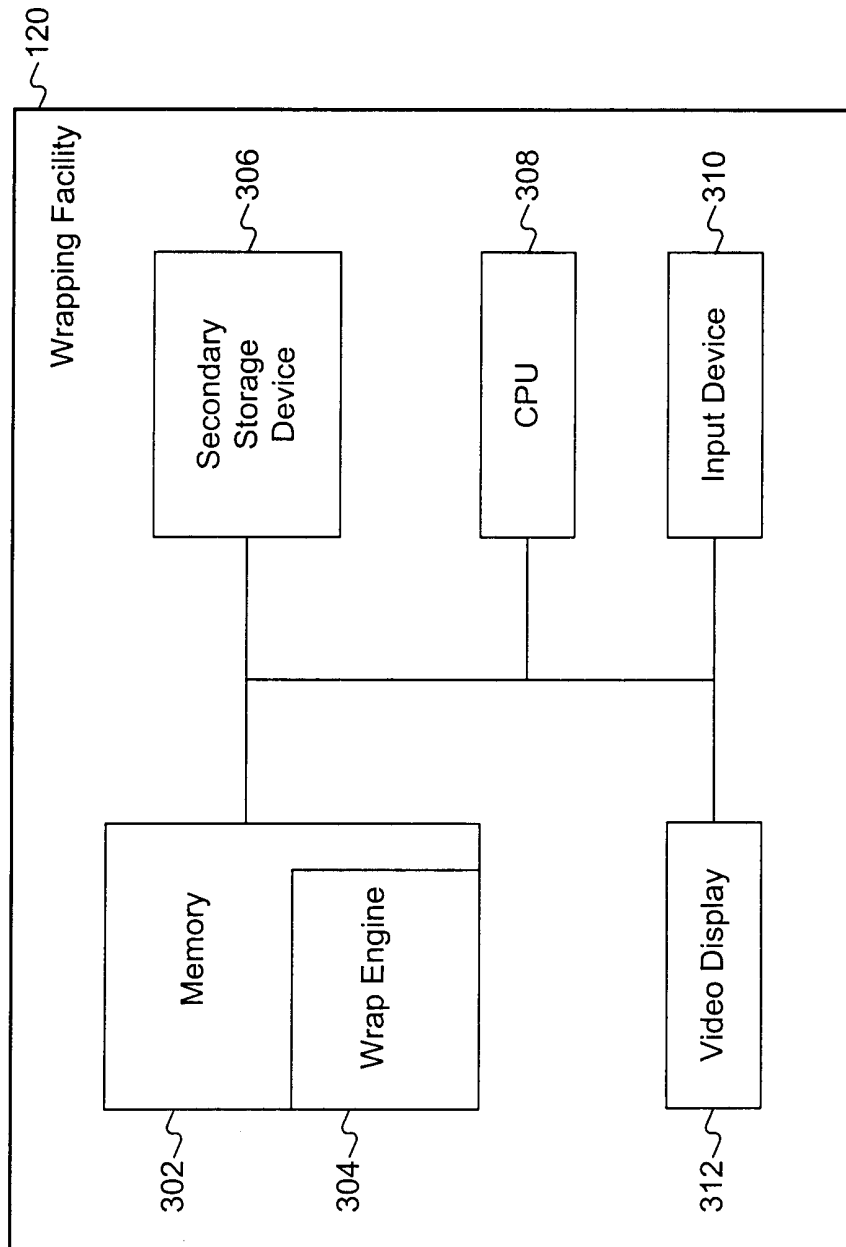


FIG. 3A

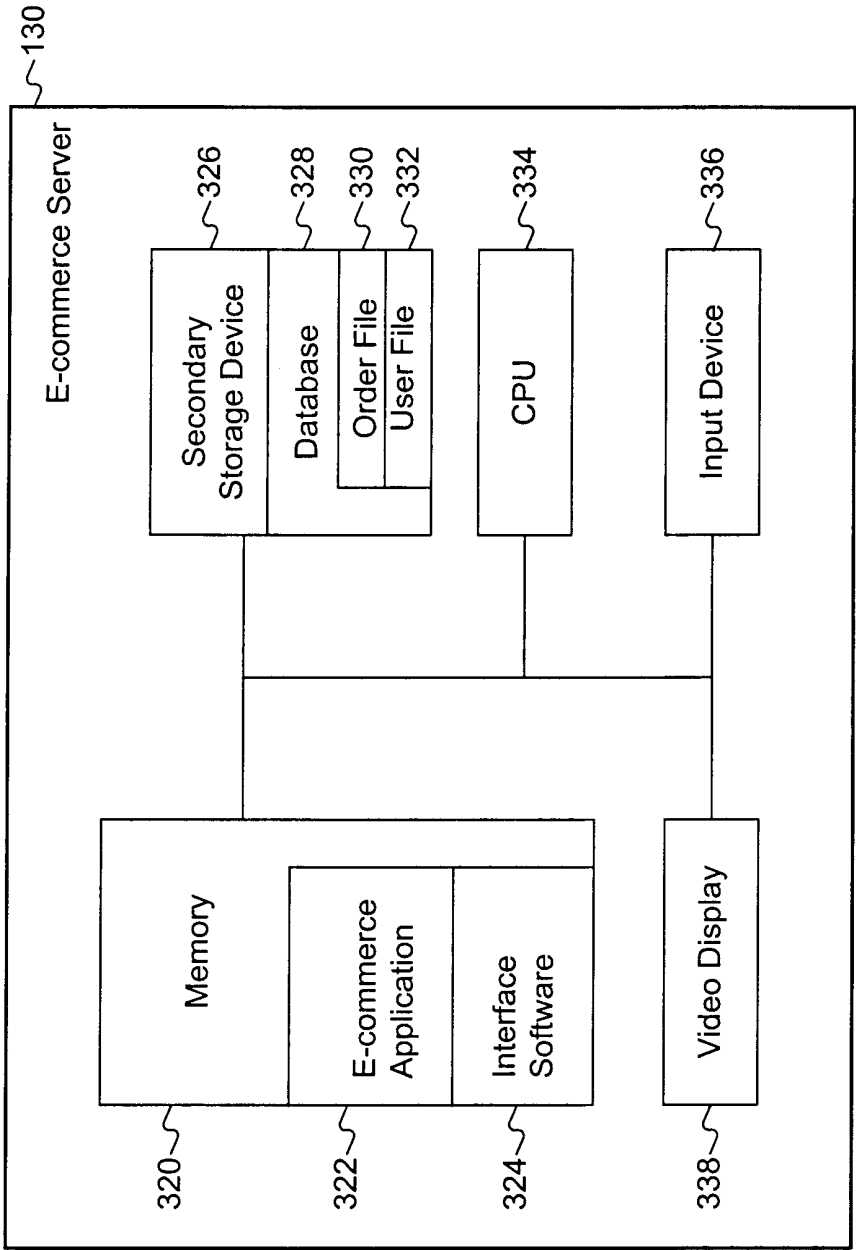


FIG. 3B

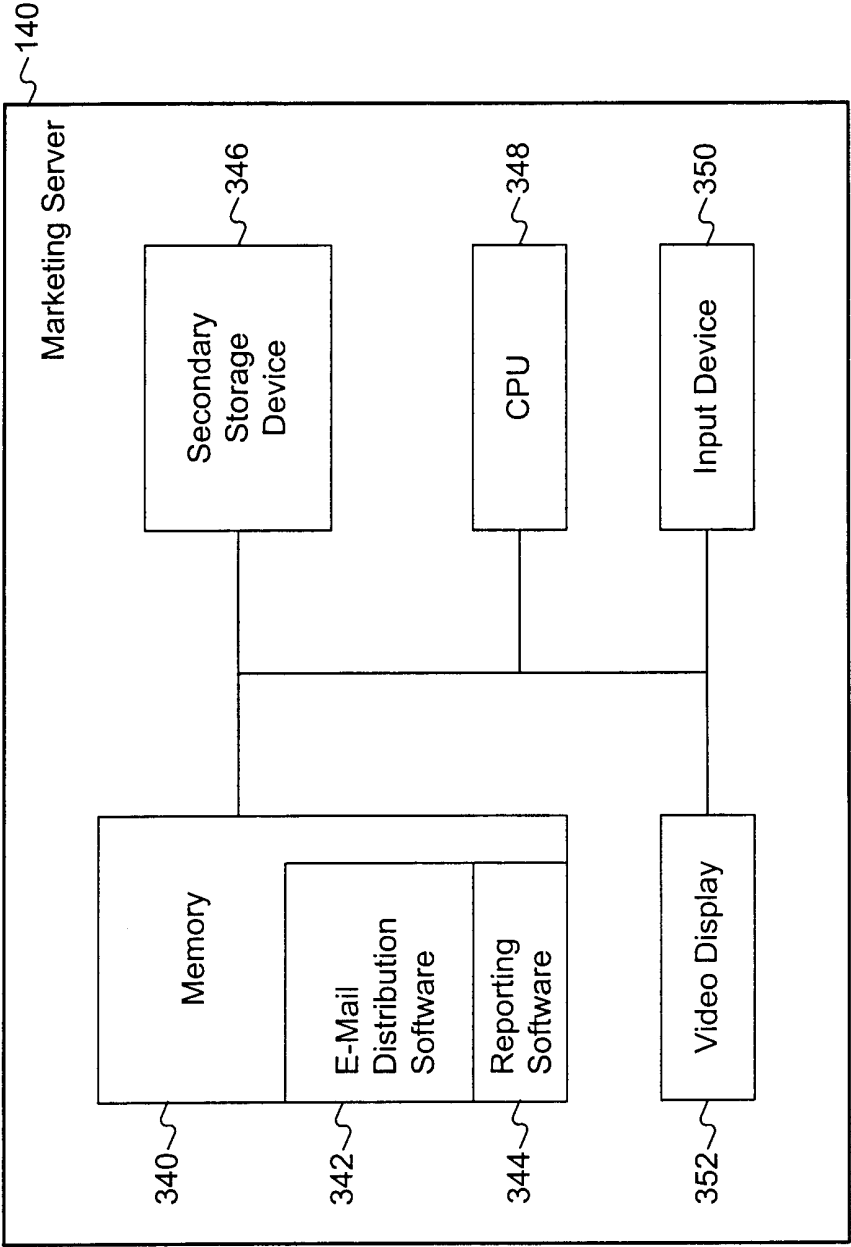
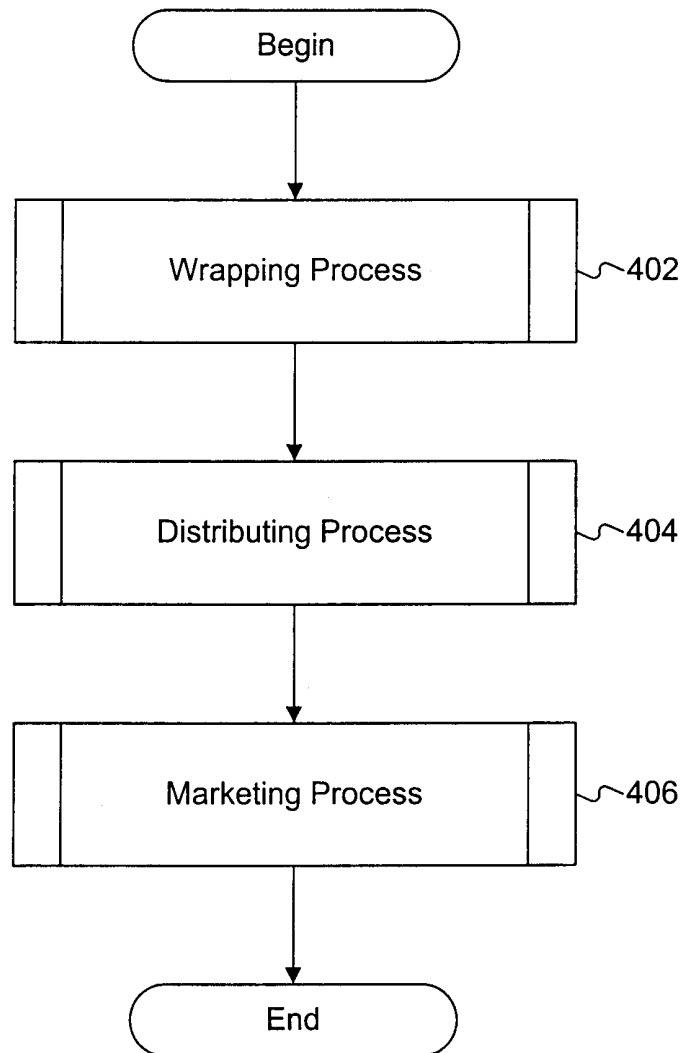


FIG. 3C

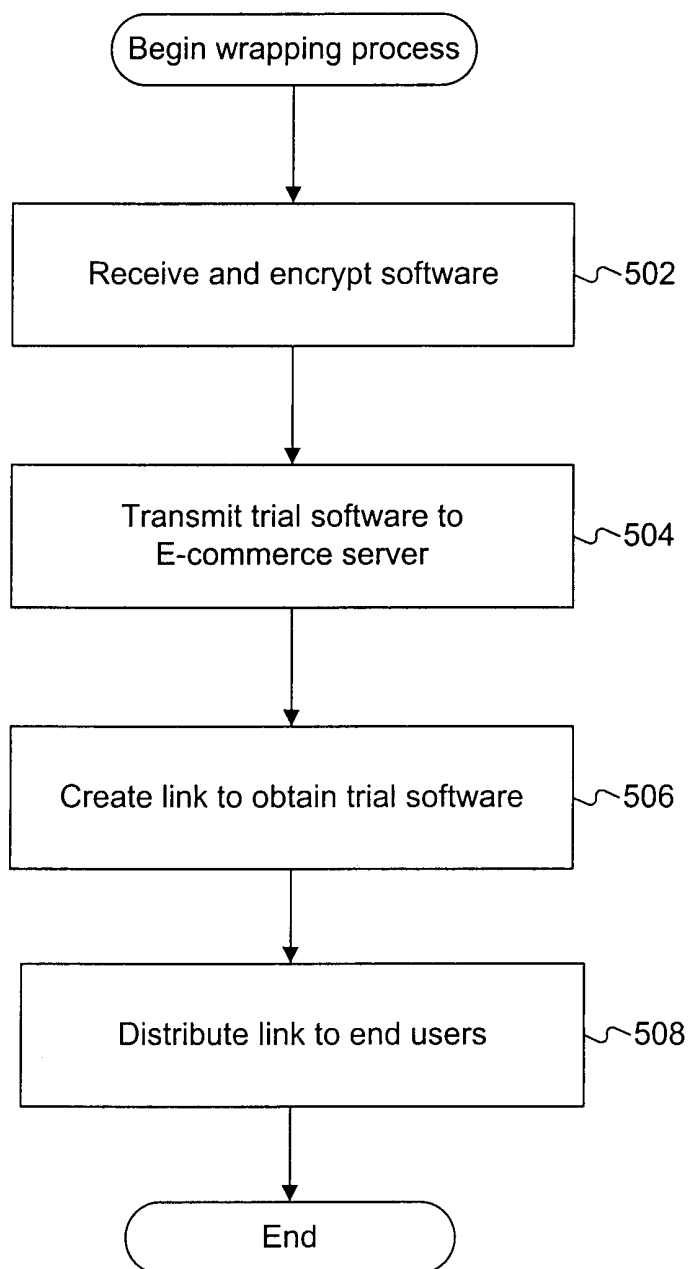
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**FIG. 4**  
SUBSTITUTE SHEET (RULE 26)

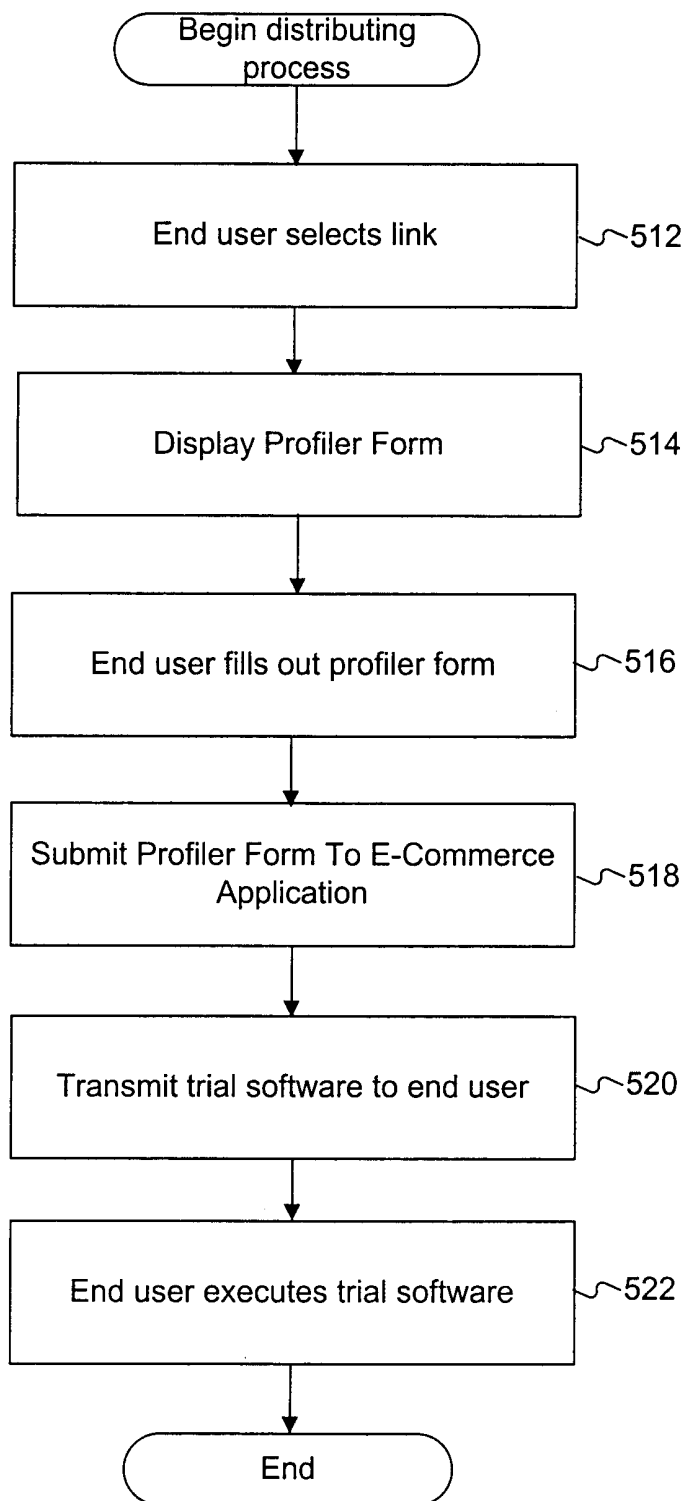


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**FIG. 5A**  
SUBSTITUTE SHEET (RULE 26)

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**FIG. 5B**

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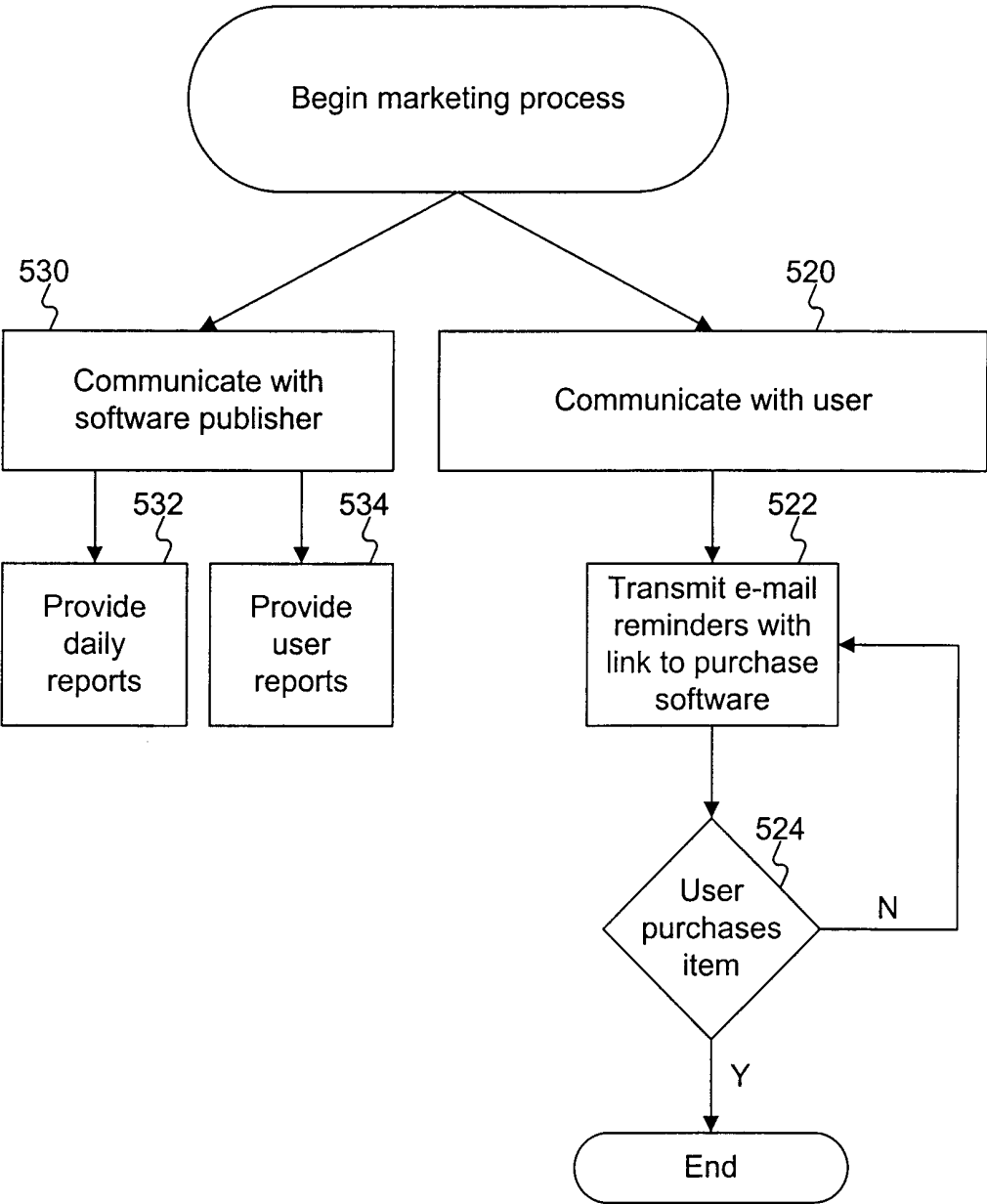
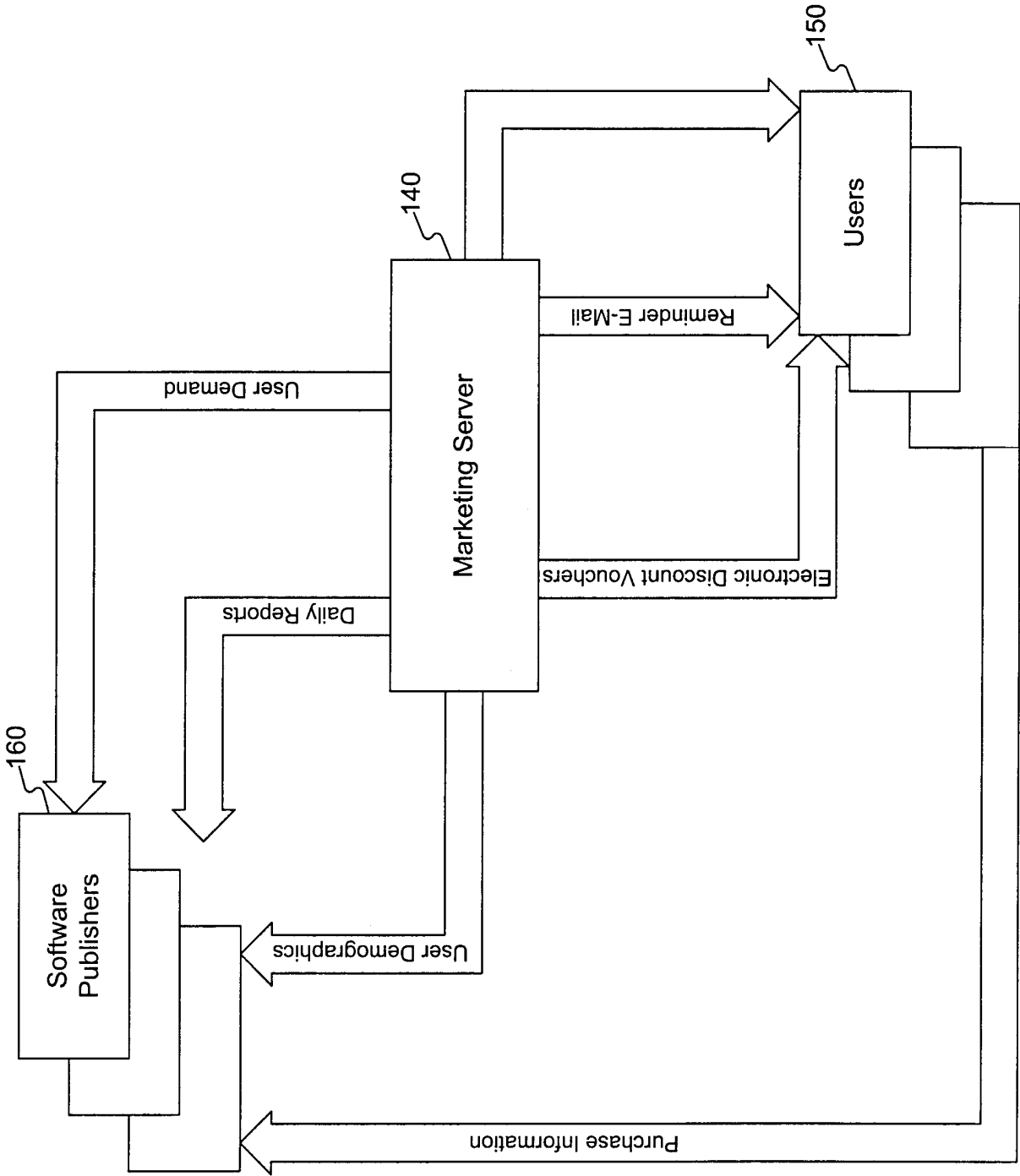


FIG. 5C

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FIG. 6



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600

602


First Name	John
Last Name	Doe
Company	releasenow.com
Address	990 commercial st
Address 2	
City	san carlos
Country/State	<input checked="" type="radio"/> USA: California
	<input type="radio"/> Canada: Please Select
	<input type="radio"/> Other: Please Select
Zip Code	94070
Phone	650-555-1212
Fax	650-555-1212
E-Mail	John@releasenow.com
Industry	Select Your Industry
Interested in receiving more information about our products and services?	
604	<input type="checkbox"/> Yes <input type="checkbox"/> No
	 tell a friend about your favorite bebe item!
	Select One
	Submit
	606

FIG. 6A

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610

Macromedia Dreamweaver 2 Trial

# DREAMWEAVER™ 2

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While this version does contain extensive on-line documentation, it does not include

0

30 days left

30 days

Buy Now

Try

Cancel

614

612

FIG. 6B

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630

Item	Unit Price	Qty	Total Price
Table Lens (Win95/98/NT / Electronic Product License)	\$495.00	1	\$495.00

Excluding sales tax and shipping, if applicable:

**Subtotal \$495.00****Step 1: Enter Your Billing Address**

First Name

Last Name

Company

Address

Address 2

City

☒ USA:

☐ Other:

Zip/Postal Code

Phone

Fax

Email

Industry

How did you hear about Table Lens?

**Step 2: Enter Your Credit Card Info**

We Accept:




Payment Type ☒ Visa ☐ MasterCard  
☐ Discover ☐ American Express

Card Number Expiration Date Month  Year Name on Card **FIG. 6C**

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FIG. 6D



**Dear John,**

Inxight would like to thank you for downloading **Table Lens**. Our records indicate that you have registered and downloaded the 15 day trial. If you had difficulty downloading the product, please call ReleaseNow.com at

**1-800-210-5517**

or email

[support@releasenow.com](mailto:support@releasenow.com)

for further assistance.

Thank you for your interest in **Table Lens**.

Regards,  
**The Inxight Team.**

Inxight is pronounced Insight. Inxight is a Xerox New Enterprise Company.  
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**releasenow**  
.com



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FIG. 6E

**SYMANTEC**

Dear Jim,

We hope you are enjoying 5 free days of ACT!™2000 from Symantec. Look what the press is saying about this powerful product:

***"Sporting a slick new look, ACT! is everything a leading contact manager should be: intuitive, inviting and innovative."***

--Kathryn Alesandrini in the September Issue of Computer Shopper. (ACT! 2000 won "Best Buy" in a round-up of contact management software.)

Here is a promotional coupon for \$20 off when you purchase Act!™2000.  
COUPON NUMBER: **aze1948463s426e2s3232480e323**

# Sales Manager

Time Range  
From: 12/1/1999 To: 12/7/1999

Store Reporting  
Pick Store(\$): All Stores  
Perplex Designer

Product Report  
Downloads Report  
Event Codes Report  
Transaction Report  
Transaction Search

## Transactions Report

I-BIZ Software - 12/1/1999 to 12/7/1999

Total Orders	Total Units	Total Sales
18	18	561.13

Perplex Designer

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Product	Bill To	Ship To	Sales Info
<b>Perplex Designer</b> Version: PalmOS - Win Platform: English Language: English Sell Option: Electronic Delivery Quantity: 1  Price: 29.95 Tax: 1.80 Total: 31.75  <b>SERIALNUMBER</b> c315-1977-c923-ffc3	<b>John Doe</b> 4907-101 Hollenden Court Raleigh, NC 27616 United States John_Doe@aol.com	<b>John Doe</b> 4907-101 Hollenden Court Raleigh, NC 27616 United States	Order Number: 6d467d0f812729b594884c58990c62bdf Dec 01, 1999 08:27 PST  Subtotal: 29.95 Tax: 1.80 Total: 31.75  <b>reg_code</b> 4a6f-6a61-7468-616e-0333 <b>reg_opt1</b> I would not like to receive information about Electronic Arts products <b>reg_opt2</b> I prefer not to receive information from other companies
<b>Perplex Designer</b> Version: PalmOS - Win Platform: English Language: English Sell Option: Electronic Delivery Quantity: 1  Price: 29.95 Tax: 0.00 Total: 29.95  <b>SERIALNUMBER</b> c36d-b280-28b9-3ff9	<b>Sue Smith</b> Company: Christ Community Church 20349 Hwy. 82 Basalt, CO 81621 United States Ssmith@christ.com	<b>Sue Smith</b> Company: Christ Community Church 20349 Hwy. 82 Basalt, CO 81621 United States	Order Number: 6f408fb28f70735ed878b2d99a26859c Dec 01, 1999 09:31 PST  Subtotal: 29.95 Tax: 0.00 Total: 29.95  <b>reg_bday_day</b> 18 <b>reg_bday_month</b> 12 <b>reg_bday_year</b> 1965 <b>reg_code</b> 5468-6f6d-6173-2020-02ac
<b>Perplex Designer</b> Version: PalmOS - Win Platform: English Language: English Sell Option: Electronic Delivery Quantity: 1	<b>Bob Jones</b> 6786 W. 97th Circle Westminster, CO 80021 United States Bjones@yahoo.com	<b>Bob Jones</b> 6786 W. 97th Circle Westminster, CO 80021 United States	Order Number: 810bdf9a3371efdb6367913b6ca3703 Dec 02, 1999 13:22 PST  Subtotal: 29.95 Tax: 0.00 Total: 29.95

Product Reporting  
Choose Products:  
All Products  
Perplex Designer

Product Report

Show Test Transactions

FIG. 7A

Sales  
Manager

Time Range  
From: 12 1 1999  
To: 12 7 1999  
Store Reporting  
Pick Store(s):  
All Stores  
Perplex Designer

Product Report

Downloads Report

Event Codes Report

Transaction Report

Transaction Search

Product Reporting

Choose Products:

All Products  
Perplex Designer

Product Report

Show Test Transactions

Help | support@releaseNow.com | www.releaseNow.com

Store Sales Report

I-BIZ Software - 12/1/1999 to 12/7/1999

Store: Perplex Designer

Product	Version	Platform	Language	Sell Option	Units Sold	Units Returned	Net Units Sold	Tax Collected	Tax Returned	Net Tax	Amount Collected	Amount Returned	Net Amount
All Products Total					18	0	18	22.03	0.00	22.03	539.10	0.00	539.10
Perplex Designer		PalmOS - Win	English	Electronic Delivery	18	0	18	22.03	0.00	22.03	539.10	0.00	539.10

Download Report

Download Instructions

1. Click the 'Download Report' button above

2. Choose 'Save File' when your browser asks you if you want to open the file

3. Run Microsoft Excel

4. Open the report as a tab-delimited file

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FIG. 7B