EXHIBIT 2

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Foulger et al.

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(54) **SYSTEM AND METHOD RELATED TO GENERATING AN EMAIL CAMPAIGN**

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(*) Notice: Subject to any disclaimer, the term of this patent is extended or adjusted under 35 U.S.C. 154(b) by 0 days.

This patent is subject to a terminal disclaimer.

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G06F 15/16   (2006.01)

(52) **U.S. Cl.** **709/206**; 709/201; 709/203

(58) **Field of Classification Search** 709/201–203, 709/206–207, 223–225
See application file for complete search history.

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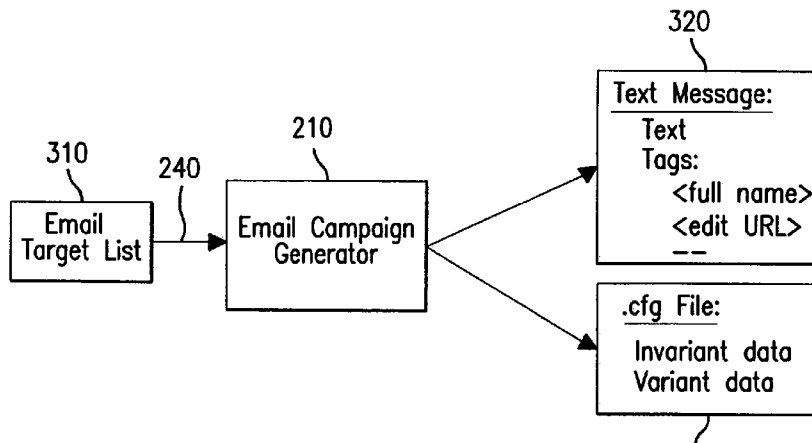
(57)   **ABSTRACT**

A method and system for generating an email campaign is described. An email campaign generator generates an email campaign template from an email target database. The email target database comprises at least one email target. An email campaign engine generates a custom email corresponding to each of the at least one email target. The custom email is formed from the email campaign template. The email campaign engine sends to each of the at least one email target the corresponding custom email. A campaign tracker receives at least one response corresponding to the sent custom email. The campaign tracker creates a campaign tracking list that includes the received at least one response.

15 Claims, 14 Drawing Sheets

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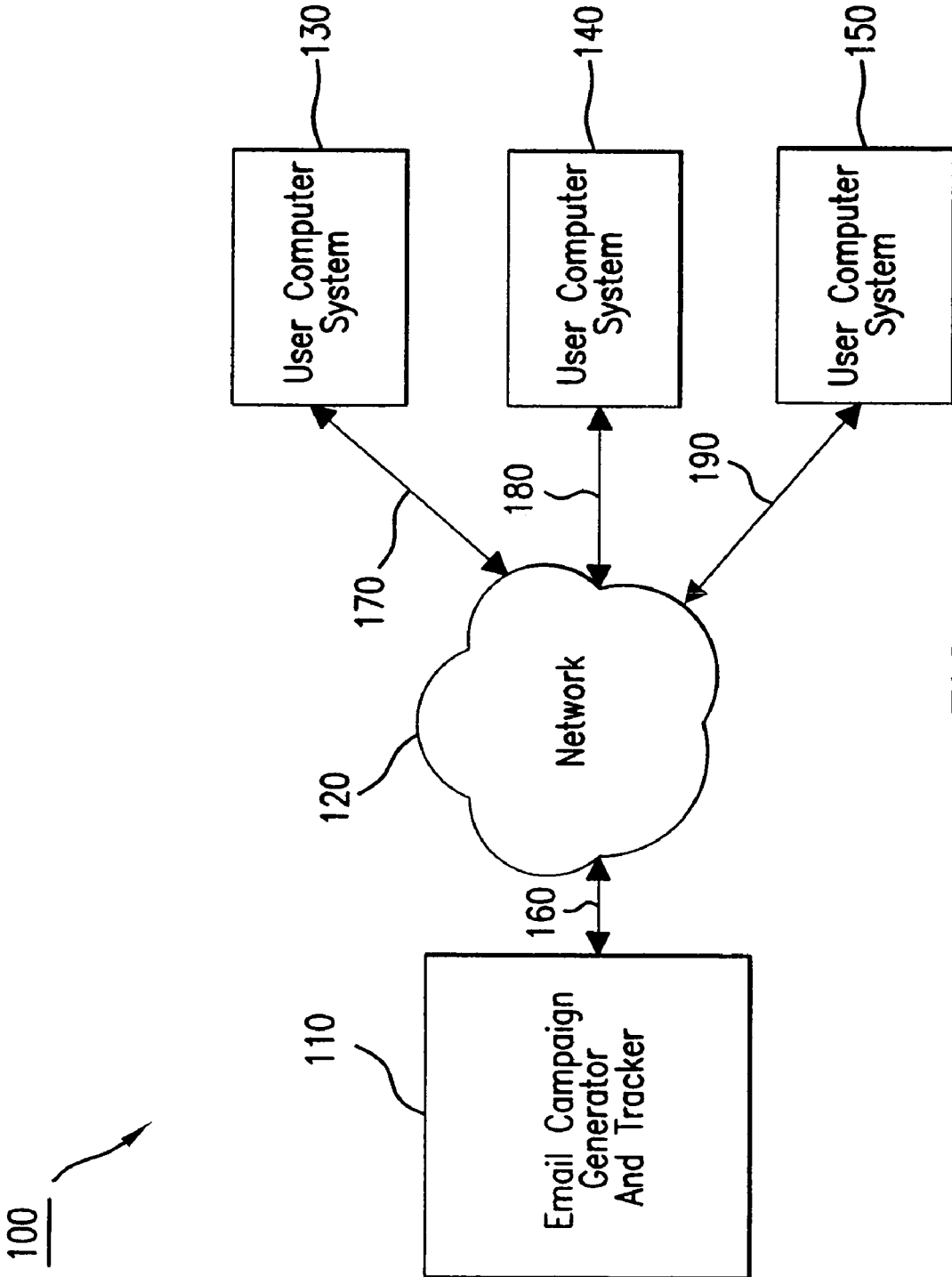
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FIG.1

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