

# Features

## Message Creation and Management

### Creating your message

- Unlimited number of templates
- Advanced templates – multiple content locations
- Template creation wizard
- Template copy option
- Easy-to-use interfaces to create mailings
- Dynamic content creation
- Easy hyperlink insertion and naming for standard links
- Hyperlink encoding
- Automated image uploading and hosting
- Automated document uploading and hosting
- HTML editor and import
- Easy to use editor toolbar
- Spell checker
- Easy text version creation
- Landing page creation
- Ad manager
- International multi-language support
- Rich media support
- Easy to add send a friend feature
- Organizational mailing capabilities
- Copy mailing function

### Targeting your message by

- Random test cells
- Domains
- Subscription status
- Past actions taken
- Interests
- Demographics
- Prior email receipt
- Automated scenario splits
- Compound segmentation
- Inclusions/exclusions
- Personalization targeting

### Personalizing your message

- Default values for all personalization
- Personalized content via mail merge
- Personalized content via dynamic content

### Testing your message

- On-screen testing
- Email testing
- Email to test groups
- Multiple test versions of dynamic newsletters
- Personalization testing
- Multiple integrated SPAM content checkers

## List Management

### Subscriber Database

- CRM database integration
- List imports/exports
- Unlimited demographic fields
- Automated de-duping of subscribers
- List purging
- Autocorrect of invalid email addresses
- Web services for real-time or batch integration

### Subscription Forms

- Fully customizable
- Double opt-in option
- Multiple subscription forms
- Opt-in/Opt-out management
- Automated subscriber confirmations
- Administrator notification options

### Subscriber Management

- Easy searching
- Based on interests
- Based on demographics
- Based on personal information
- Based on past behavior
- Segment analysis
- Real-time subscribe and unsubscribe statistics

## Publishing

### Scheduling

- Pre-scheduled deliveries
- Recurring scheduling
- Immediate publishing

### Distribution

- Automated formatting of message in appropriate text format (HTML, Text, AOL)
- Test emails received instantly
- Emails sent within minutes
- Mailing reuse
- Recency and frequency controls
- AOL compatibility
- Triggered messaging
- Sent after a specified time period of subscribing
- Automated follow-up emails for opens and clicks
- Administrator notifications

### Deliverability

- Internal ISP relations team
- On staff ISP attorney
- Bonded seller available
- Email accreditation by ISIPP (Institute for Spam and Internet Public Policy)
- Subscriber suppression after repeated bounces
- Automated bounce and retry management
- AOL enhanced whitelisting
- Whitelisted by major ISP's
- Bulk unsubscribes
- Automated unsubscribe process
- Domain level delivery reporting
- Standardized envelope and from address for each domain
- Dedicated IP address assignment for each client
- Sender ID, Domain Keys and SPF

## Analytics

### Tracking

- Categorized hard and soft bounces
- Delivery rates
- Unique opens
- Average opens across mailings
- Did not open
- Number of times opened
- Click thrus
- Average clicks across mailings
- Unique clicks
- Forwards
- Send - a - friend tracking
- Web page tracking from email click thrus
- Advanced conversion tracking
- Open IP address

### Reporting

- Mailing overview
- Drill down to individual subscriber
- Prospecting report showing most active subscribers
- Reports based on one mailing or on a whole marketing campaign
- Link reporting
- Segmentation analysis by group
- Send - a - friend comments
- Unsubscribe feedback
- Database growth
- Conversion tracking
- Ability to overlay reports on actual email
- Soft bounce management
- Multi-faceted dashboard
- AOL and SPAM cop complaints available
- Challenge responses handled by ISP staff

## Strategic Account Services

- Dedicated email advisor
- Monthly webinars on best practices
- Bi-monthly client eNewsletters
- 24/7 technical support
- Reference articles
- Full service solutions available

## Data Security

- Secure facility
- Nightly back-ups
- 24/7 monitoring
- Access control
- Network control