

email marketing: the features

Our email marketing service contains a full set of features designed to help you manage every aspect of your customer, member and fan email outreach. A quick overview of some of our noteworthy features:

{audience}

Our audience features help you import, store, manage and grow your permission lists. You'll be able to:

- ★ Create unlimited audience groups for organization and targeting
- ★ Search & segment your audience based on demographic, response data and more
- ★ Customize your database using standard fields and wildcards you create from scratch
- ★ Create personalized signup screens and confirmation emails to help grow your list
- ★ Import large lists easily and automatically clean them for duplicates and errors
- ★ Easily move members and reorganize audience groups as you go
- ★ Export your audience lists and data at any time

{campaigns}

Our campaign features help you create stylish email campaigns and send them using our sophisticated delivery network. You'll be able to:

- ★ Create stylish html campaigns without using html, or upload your own freestyle campaigns
- ★ Personalize your emails with first names and more
- ★ Prepare html and text versions, and deliver the right one automatically
- ★ Rate your campaign for problematic content before you send
- ★ Include our send-to-a-friend feature with every email
- ★ Control your own 'from' names and addresses
- ★ Let recipients manage their preferences at any time
- ★ Send your campaigns at any time, or schedule a future delivery

{response}

Our response section gives you easy access to your results, in real time. You'll be able to:

- ★ See real-time totals for emails received, opened, clicked, forwarded, signed up and more (and details for who did what, and when)
- ★ View response details for entire campaigns and for individual recipients
- ★ Have bounces (hard and soft) and opt-out requests handled for you automatically
- ★ Store your past campaigns and results in your online archive, and easily link to past campaigns from your website
- ★ Create an instant, side-by-side comparison of multiple campaigns and their results
- ★ Get assistance on delivery-related matters whenever you need it

{more on the way...}

We add new features (and refine the ones we've got) every month. So the above list continues to grow to meet your evolving email marketing needs.