

Sales on the Rise Due to Online Communication

Email Marketing Campaigns

We feature a world-class, high-performance application for opt-in email marketing campaigns, email announcement lists, and online discussion groups. The JupiterResearch WAVE report recently ranked ListManager the leading software platform among mid-market email marketing services.

Advantages of Email Marketing

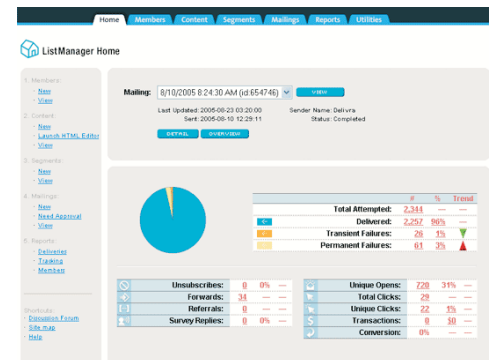
- Hosted email marketing software for fast, easy set-up, no special equipment, no IT staff necessary
- Create all list types - email marketing campaigns, newsletter/announcement lists, and discussion lists.
- Mail up to 500,000 unique messages per hour.
- Integrates with most databases - Microsoft SQL Server, Oracle and other databases.
- Password-protected interface. Security levels are individually password protected.

Members

ListManager allows you to manage your members. In the Members section, you can view members in your list, search for members, edit a member, add members, delete members, or view the member's history.

Key Benefits:

- Add a single new member, many new members, or import members from a text file or CSV file.
- View members and see their history to see what mailings that member has received and what actions that member has taken.
- Delete members either individually or in groups.
- Save list membership to your computer on-demand.



Features

- ListManager Enterprise level
- Subscription, delivery, open and click tracking reports. Mailing reports are stored for 90 days.
- HTML Editor with survey tool and hosted document and image storage (100 MB)
- Website subscribe form wizard, "Send-to-a-friend" email forwarding
- Unlimited lists (databases) with segmentation, personalization and spam content checker
- Triggered and sequential mailings, Dynamic content filter, Content lock, purchase tracking
- Google Analytics integration

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Content

The browser-based, HTML editor lets you create your content in any language. If you can use a word processor, you can be creating messages in minutes. Your work is conveniently stored at our data center along with your images and documents so you can collaborate and review files with others.

Key Benefits:

- Create content in any language with our word processing-style HTML Editor.
- Merge text into your email, e.g. Dear <FirstName>, from ListManager's built-in database.
- Use dynamic content filtering to associate entire blocks of content with recipient interests.
- Control your branding by locking content companywide.
- Automatically insert Can-Spam compliance features such as an unsubscribe link and sender postal address.
- Build custom surveys or registration forms.
- Import HTML files you have created elsewhere.
- Upload images and documents (PDF, Excel, Word) to ensure delivery and security.
- Create folders to organize your files.
- Add send-to-a-friend instructions to expand readership.

Segments

Segments are portions of lists based on some criteria. Let's say you'd like to send a special message to only those people who joined your list a week ago and live in Canada, or are celebrating their birthday today, or have an email address at a particular domain (e.g., aol.com or hotmail.com).

ListManager allows you to select a segment, or subset of your list and send email to recipients who meet the criteria you define. Instead of sending to your entire list, you can use segments to filter who should get a message based on whatever criteria you choose. You can easily send event triggered emails.

Key Benefits:

- Select your audience with simple wizards even if you only have email addresses.

- Segments automatically update as your database changes.
- List Members can belong to multiple segments.
- Segment based on recipient activity such as survey responses or click through history.
- Create triggered and sequential mailing segments that identify a specific event or date that causes a mailing to be sent.

Mailings

ListManager allows you to easily create, monitor, and report on your mailings. To create a mailing select the content to be included, define the recipients (lists or segments), test, and send or schedule for later delivery.

Our discussion list feature allows list members to create content and attachments in their email client (e.g. Outlook, Hotmail) and mail to a list.

Key Benefits:

- Create text, HTML or multi-part mailings.
- Define From address for each mailing. Personalize From and Subject lines with information from your database.
- Test mailings before you send.
- Identify words or phrases that may cause your email to be filtered at delivery with our spam content checker.
- Schedule mailings for any date or periodically repeat.
- List merge/purge and sampling. Send the same message to multiple lists without duplicates. Randomly split your lists to test different messages.
- Automatic bounce and error handling. Configure your own settings.
- Monitor successful, transient and permanent delivery failures.
- Display the status of mailings down to the recipient level.
- Mailings can be paused temporarily or stopped completely.

Reports

ListManager offers extensive reporting on your mailings, membership and website visits. They help you to see:

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- How many mailings have I sent out?
- How successful have individual mailings been in reaching my members?
- Who has opened or clicked on my mailings?
- Who have gone from my mailing through to other pages on my Web site.

Member reports gives you both general and detailed information about your list's membership. You can learn about subscriber activity - how many people have joined recently. You can also see what the total membership for your list is, and what their status is - are they receiving mail, or are they unsubscribed or on hold.

Key Benefits:

- Reports are generated in real time and are available online or via email.
- Reports are created in graphical or tabular formats.
- Review mailing, tracking, membership, Web site and demographic reports.
- Create and define groups of mailings into campaigns.
- Survey results can be viewed and analyzed.
- Click on a member's profile to view a comprehensive history of activity, including opens, clicks, and forwards.
- Download reports on-demand to your computer.
- Dozens of standard reports are included.
- Can't find the chart you're looking for? Create your own in Custom Charts.

Utilities

Utilities allow you to configure and manage your lists. You can create members, automated messages, web forms, surveys and more.

Key Benefits:

- Members: Import, export, create/edit, find, delete, and ban/suppress member records.

- Web form wizards: Create subscribe, unsubscribe, member profile, and referral forms.
- Create surveys and polls that display poll results instantly.
- Create automated messages such as 'hello' or 'goodbye' in text or HTML.
- Change/add administrator rights. There is no limit to number of administrators.
- Manage new subscriber policy and security.
- Configure discussion list settings.
- Enable conferencing rules so list members can chat online.



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