



# Email Marketing Features

## Main Features of Email Marketing



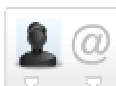
- Choose over 200+ design templates
- One-off and loyalty based campaigns
- For the first time go beyond open rates and bounces reporting and see what actions customer take
- Integrated customer database that grows as customers subscribe or interact with your website
- Use the Customer Report Generator to dice and slice your customer database for better targeting and results
- Systems to increase email deliverability and reducing spam

## Email Marketing



- Send One-Off Emails
- Setup Birthday Loyalty Campaigns, e.g. setup one campaign to automate saying happy birthday to your customers on their birthday
- Setup Anniversary based campaigns, e.g. based on previous holiday purchase, automate reminder in 6-months or 12-months
- Setup Multi-Part email newsletter series. E.g. Customer signs up and receives issue 1 on sign-up, issue 2 a few days later, issue 3 a few days after that and so forth
- HTML or Text Emails (HTML emails contain text version also)
- Send a campaign to any customer group or your entire customer database
- Preview your campaigns by emailing it to yourself or any one else before finalizing

## Integrated Customer Database



- Grow your customer database every time your customers subscribe or interact with your website
- Centrally manage your customer's campaign subscriptions
- A full history of past campaigns sent to each customer including open rates, actions taken and links clicked
- Increase your sales by utilizing up to 5 anniversary dates for each customer, e.g. date of last holiday booked, date of last car service. Use



loyalty campaigns to automate communication around these key events on a one-on-one basis

- Customize and extend the Customer Database to suit your business (All-in-One solution only)

## Lists



- Create unlimited number of lists for better targeting and results
- Use customer report generator to dice and slice your customer database
- Easily add a subscription box to any web page hosted at GB or elsewhere to allow customers to subscribe to your newsletters
- Customize the landing page customers see after subscribing to your list
- Customize auto responder email sent to new subscribers after they subscribe
- Double opt-in mechanism
- Be notified via email every time a customer subscribes to a list

## Email Marketing Reporting



- Track Open Rate of HTML emails
- Track Links clicked and most popular links (available for both HTML and Text formatted emails)
- For the first time track customer Actions e.g. customer made a purchase, customer made an enquiry and so forth (All-in-One solution only)
- Track bounce rates
- Track customer unsubscriptions from your campaigns
- Live Feed
- Sophisticated customer reporting framework
- Filter on any system or custom field
- Save any report and run later
- Export any report to Microsoft Excel for further analysis

## Email Deliverability & Spam Control



- Double Opt-In mechanism
- Unsubscribe link on all newsletters
- From email address verification