



Create



Communicate



Connect

Newscaaster

GENERAL EMAIL MARKETING OVERVIEW

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 anytime
- 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

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