

eMAILER 1.0 WebUpdate

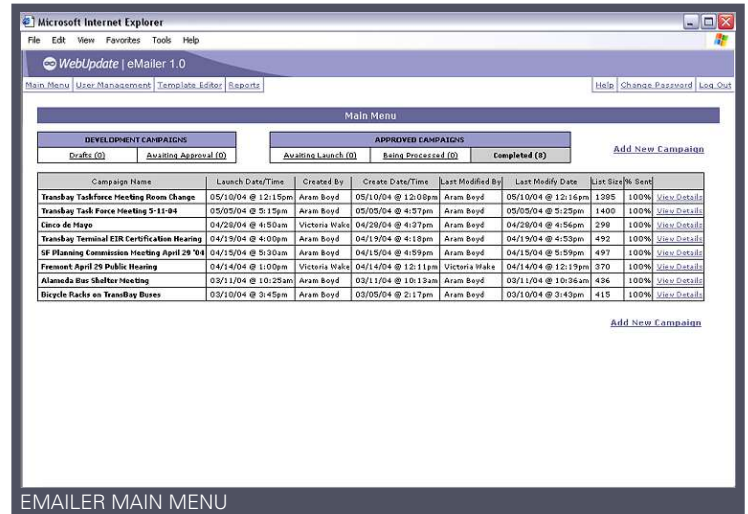
WebUpdate eMailer 1.0 is a superb email communication and marketing solution that allows organizations to stay in touch with customers, prospects, vendors, web contact and list subscribers. This product fully integrates with existing databases that collect information on your contacts and allows you to classify each contact or group of contacts by type. Then the product makes it easy for your marketing department to send mass email campaigns to select types of contacts.

Email campaigns can be in simple text or HTML format.

Some of the features that make **eMailer 1.0** unique are:

Campaign Workflow: You can have regular users and administrators. Regular users can define campaigns but can never "fire" a campaign. Campaigns are approved only by administrators.

Message Personalization: Personalize each email that goes out by using fields that are found in the source databases. This way an email can be personalized with the recipient's name, account info, and any other useful information found in your source databases.



the power of managing
email campaigns
as easy as 123



Template Creator: You can easily create custom text or HTML and preview how they look like. No surprises. What you see is what your recipients will see.

List Management: You can manage lists and subscribers in a list easily. You may consolidate lists, eliminate entire lists, export list contents, and more.

Subscriber Management: You can manage individual subscribers and eliminate them from the databases.

Email De-duplication: Never send the same campaign to the same person more than once. The system automatically de-duplicates each campaign and eliminates duplicate email addresses.

Advanced Reporting: Custom reports can quickly inform you about past campaigns, allow you to identify the frequency of campaigns to each list to allow you to make wise decisions about your future email marketing efforts.