



Features List

Databases

- Unlimited Databases
- Manage Subscribe Email (HTML Option)
- Manage Un-Subscribe Email (HTML Option)
- Manage Subscribe Confirmation Email (HTML Option)
- Email Reports Provided on Registration
- Don't Send to Duplicate Emails
- Dynamic Field Titles
- Unlimited Field Titles
- Order Fields
- Create Database Based on Previous Fields
- Auto Creation of Online HTML Forms
- Show/Hide Fields for Subscriber Update
- Check Box Fields
- Drop Down Fields
- Text Fields
- Field Validation
- Mandatory Field Option
- Backup Database
- De-Duplicate Database
- Save Search as New Database

Address Book

- Search
- Search String Queries
- Upload Bulk Subscribers
- Manage Bulk Upload Errors
- Create New Database from CSV File
- Remove Duplicates on Upload
- User Profile Admin
- Record of Received/ Opened Emails Per Contact
- Manage Bounced Emails
- Bounce Reasons
- Resend to Bounced Addresses
- Edit Bounce Users Details
- Subscriber Update Profile
- Manage Subscriber Comments
- Date Subscriber Registered
- Date Confirmed Subscription
- Manage Un-subscribers
- Clean Database
- Customise Database Views

Online Subscriber Forms

- Auto Creation of Web Based Forms
- Forms Available for Each Database
- Full Customisation of Form Look and Feel
- Generate Form Link or Code for Page Insertion
- Auto Subscribe Message
- Auto Unsubscribe Message
- Auto Page Redirect Options

Create / Edit Emails

- Multiple Wizard Style 'Click & Replace' Templates
- HTML Email/ Plain Text or Multipart Options
- WYSIWYG Editor for Custom Emails
- Auto Text Based Version
- Comprehensive Email Details – Fully Customisable
- Auto Unsubscribe Option
- Subscriber Update Details Option
- Method to Manage Multiple Email Folders
- Personalisation of Subject Lines
- Wildcard Inserts of Database Variables
- Send-to-a Friend Options
- Manage Images (Online) – Auto Resizing for Web
- Easy Alignment and Positioning of Images
- Create & Delete Paragraphs as Required
- Insert Links to Images, Newsletters, Forms
- Full Text Editing Options
- Create Links Behind Images and Text

Send Email

- Email Manager (Easy Selection)
- Select Group / Database
- Send Email to New Subscribers
- Send to Entire Database / Select Users
- Send Email to Double Opt-in Subscribers
- Send to Recipients Who Have Not Received
- Wildcard Conflict Alert
- Time Scheduling (Reports Provided)
- Multipart/Alternate (HTML/ Plain Text)
- Send to Specific Customers Based on Search Variables

Statistics (Real Time Delivery)

- Preview of Email Sent
- Number Opened
- View Details – Recipients Who Opened
- Number Not Opened
- View Details – Recipients Not Opened
- Number Bounced
- View Bounced Details
- Manage Bounced Emails
- Send to Friend Activity
- Click Throughs
- URL Display of CT
- View Recipients Clicking on Links
- Number Unsubscribed
- View Details of Un-subscribers
- View Number of Profiles Updated
- 3-D Pie Chart Display
- Ability to Download All Statistics
- History of Account Usage

Administration

- Add Sub User
- Add New Account
- Manage Billing
- View Usage
- Change Login Details
- Manage Contact Details
- Pay Online

SPAM ACT Compliance Issues

- Double Opt-in Confirmation Upon Subscribe
- Instant Deactivation of Un-subscribes
- Global Un-Subscribe Management
- Do Not Upload Previous Un-subscribes

Online Help / Support

- Flash Audio Video Tutorials
- Video Demos
- FAQs
- Glossary
- Post a Question – instant response
- Online User Guide
- Downloadable User Guide
- View Asked Questions
- Keyword Search