

Email marketing: the features found in our email marketing service are 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 to organise and target your readers
- Search and segment your audience based on member information, response history and more
- Gather the audience information you need using customisable database fields
- Create personalised 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 reorganise 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 surveys 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
- Personalise your emails with first names and more
- Prepare HTML and text versions, and deliver the right one automatically
- Instantly scan your campaign for problematic content before you send
- Use our social sharing tool to give your audience an easy way to share your emails on their favourite social networks
- Control your own "from" names and addresses
- Let recipients manage their preferences at any time
- Send your campaigns at anytime, schedule a future delivery, or set up "trigger" campaigns for automated follow-ups like birthday messages, RSVP replies and more
- Create stylish forms and surveys to get to know your audience, plan for events and refine your strategy

Response

Our response section gives you easy access to your results, in real time. You'll be able to:

- See who did what, and when, with real-time totals for emails received, opened, and clicked, as well as email and social network shares, new sign ups and more
- View response details for individual campaigns and individual recipients
- View trends in your email response over time with interactive response charts
- 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 for free
- Create an instant, side-by-side comparison of multiple campaigns and their results
- Get assistance on delivery related matters whenever you need it

More features to come... We add new features (and refine the ones we've got) every month. So the above list continues to grow to meet your evolving email marketing needs.