



Email Marketing Made Easy

our Newsletter software manages the entire campaign cycle
imports database , reports analysis right to your desktop in real time

Features :

Loyalty Manager - internal database
Opt in- opt out management
opt in -out of all mailings or specific categories

Segmentation

Create , preview and save segments - e.g. tour ops / B&B's / Coach tours/ potential customers

Content Creation

WYSWYG Content Editor

HTML Template facility

Survey insertion

Report and Tracking

Real-time reporting

Individual member reports (who has opened email, what links they went onto)

Refer a friend

Forward Tracking

Opt out tracking

This system helps drive efficiency and gain true ROI from our campaigns

Service to include Design Delivery & Management

You provide plain text content and images for each edition of our ezine

We layout the content in your newsletter template, applying minor edits the edition for broadcast.and send you a proof, We apply any changes that you need and re-send for approval.