

Email marketing: the features

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 to organize and target your readers
- Search and segment your audience based on member information, response history and more
- Gather the audience information you need using customizable database fields
- 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 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
- Personalize 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 favorite social networks
- Control your own "from" names and addresses
- Let recipients manage their preferences at any time
- Send your campaigns at any time, 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 signups 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 on the way...}

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.