



*The vast majority of respondents (78%) rate email as 'excellent' or 'good' for ROI, higher than for any other digital marketing channel.*

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# Packaged Marketing Solutions

## EMAIL MARKETING BUNDLE

An enterprise solution tailored for today's environment

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### Email Bundle Features

Based on the market leading Etelligent email marketing engine

#### **MESSAGE BUILDING**

- Email templates
- Email component library
- HTML messages
- HTML WYSIWYG editor
- Automatic email text version
- Editable plain text version
- International character set
- Hosted media image library
- Mailmerge personalisation
- "Forward to a Friend" feature

#### **SENDING**

- List segmentation
- One-off sends
- Subject line personalisation
- Subject line split testing
- Message scheduling
- Send as many emails as you want at only 2p per email

#### **TRACKING AUTO/RESPONSE**

- Email open tracking
- Link clickthrough tracking
- Action on click - send email, alert, update profile
- Bounce management rules

- Printed reports
- Graphical campaign analysis

#### **LANDING PAGES/MICRO-SITE**

- Web page templates
- HTML WYSIWYG editor

#### **LIST MANAGEMENT**

- Custom contact record fields
- List import wizard
- List export wizard
- List contact search
- Bounced email auto removal