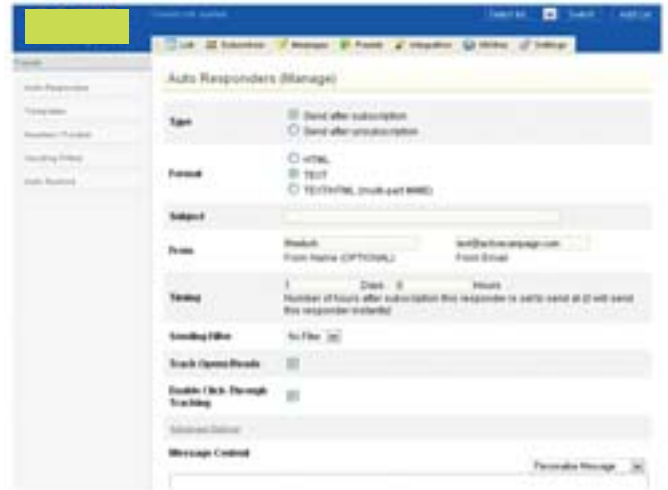


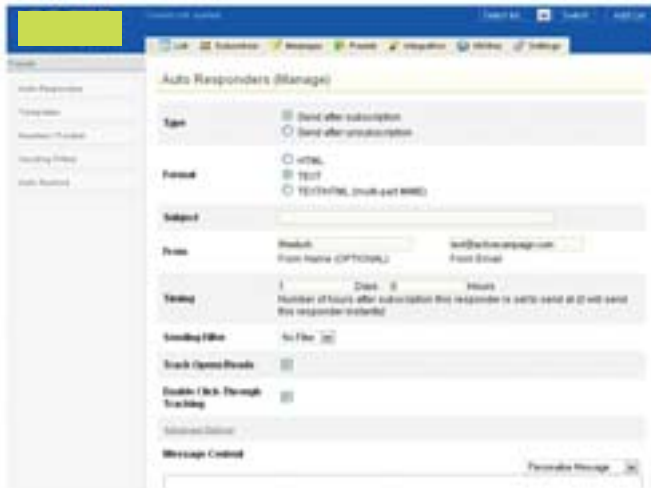
Time-Sensitive E-mail Responder

Easily add any number of time-sensitive auto responders to any of your lists. For instance, you can have an instant auto responder that welcomes the new subscriber, have a message automatically sent 24 hrs after their subscription, and have another mailing sent a week later. Add HTML or text auto responders to any of your lists with ease.



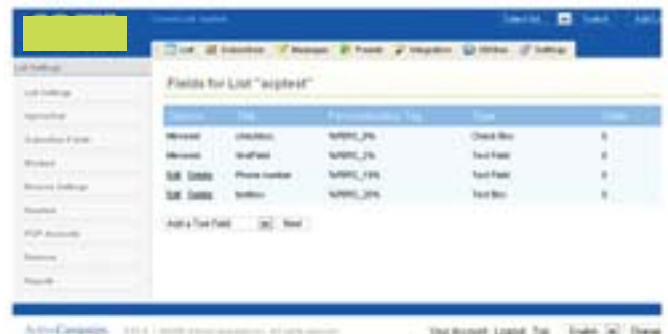
Double Opt-In/Opt-Out Option

When turned on it requires the subscriber to confirm their subscription by clicking on a confirmation link that is sent to their e-mail address. You may turn the Double Opt-In and the Double Opt-Out features on and off separately. Fully customizable and you can have your opt-in/out messages set for HTML or text.



Subscriber Fields

Include any number of optional fields. Such as text fields, text boxes, check boxes, radio buttons, and drop downs. You can even specify whether a field is required. Personalize your mailings with the optional field data or use optional fields to create sending filters. Allowing a subscriber field to be in multiple lists. Also, search subscribers by subscriber fields.



Reason for Unsubscribing

Your subscribers have the option to input exactly why they might be unsubscribing from your list. As the administrator, you can then review those messages and improve in any aspect of your email management that might be necessary.



Test Send before Mailing

Using the "test send" feature on the preview page allows you to send a test copy of your mailing to a specified address. View your message through the eyes of the subscribers that you're sending to.



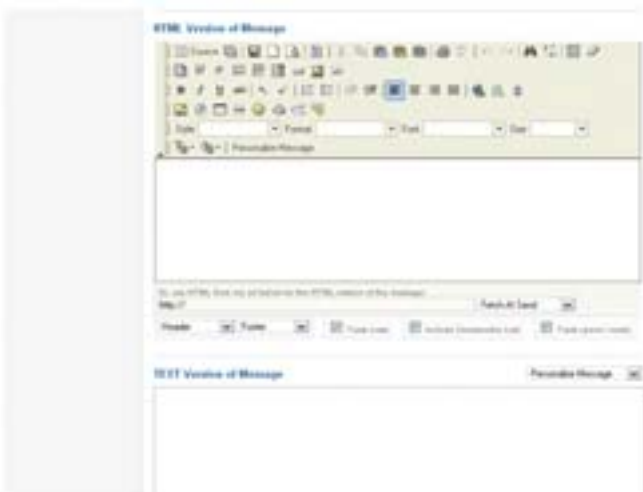
Scheduled Sending

Set mailings to send at a time and date of your choice. Useful for future mailings or to send mailings at off-peak times for your server. (Requires ability to setup cronjob)



Includes Attachments

Add a file or several files to your mailing such as a PDF or picture for distribution to your list. You can add any number of attachments to your message.



WYSIWYG Visual Editor

Comes with a powerful text editor for composing HTML rich messages. There's no need to know HTML code. Using our easy to understand MS Word style editor anyone can compose compelling HTML messages complete with images, tables, text formatting and more at the click of a button.

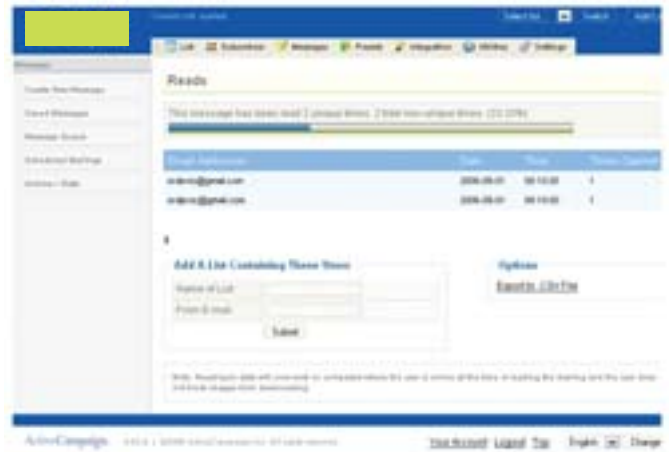
Personalize Mailings

Easily personalize your mailings with the subscriber's name, e-mail address, and any number of optional fields.



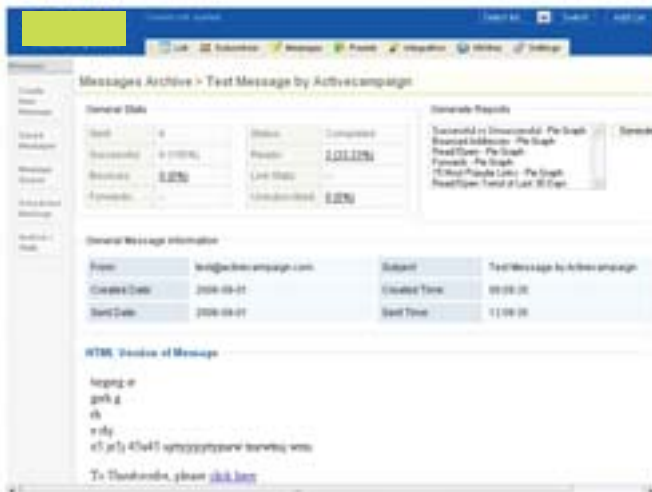
Automatic Link Tracking

When this feature is turned on during a mailing, it looks through your mailing, automatically detects links you have in the mailing and turns them into the Link Tracking mode. Link tracking lets you know who clicks on each link, how many times they clicked, and on what date. You can create a new list based off those statistics.



Read / Open Tracking

When this feature is turned on during a mailing you build statistics each time a user opens and reads your HTML or multi-format mailings. The statistics include who opened and read your mailing, at what date, and how many times. You can create a new list based off those statistics.



Statistical Graph Reporting

You can easily generate graphs for statistical reporting. Graphs include: By List - 30 day subscription trend; 30 day mailing trend, list comparisons by subscribers and messages; By Message - Successful vs Unsuccessful; and Bounced, Read/Open, Link Tracking; and Read/Open Trends over 30 days.

