



INTEGRATED COMMUNICATIONS TOOLS

Event + E-commerce Module Set Up. Easily create branded, credit-card enabled registration websites for physical events, webinars, and selling products. Promote, register, and follow up from one platform. Full tracking included.

Surveys Module Set Up. Launch professional, branded survey campaigns to get a 360° view of your customers. In-depth tracking provides cross-tab, filtering, and other advanced analysis options.

Fax Module Set Up. Manage fax broadcasts in concert with email via MagnetMail's integrated fax module. Includes tracking.

RSS Module Set Up. Publish and track RSS feeds directly through MagnetMail.

SMS Module Set Up. Send broadcast text messages using MagnetMail then track the results.

POPULAR FEATURES

Share With Your Network (SWYN). Email + social tool enabling recipients to post your message to 50+ social sites, including Facebook, Twitter, and LinkedIn, amplifying the reach of your content and organization.

Enterprise Management. Management tools for customers with multiple MagnetMail accounts and users.

Deliverability Testing. Identify deliverability issues before message is sent. 30+ tests check for bad links and images, scores message vs. Leading spam filters, previews message in Yahoo!, Gmail, and others.

Dynamic Content. Garner higher open and click-through rates by delivering custom content to recipients based on interest areas and/or demographic information.

Event-Triggered Messaging. Automatically send custom messages based on a trigger, such as an open, click-through, purchase, birthday, updated email address, and more. Includes training + set up of first campaign.

Subscription Management. Branded web page where your recipients and web site visitors can subscribe to and unsubscribe from your various email newsletters and offerings.

Forward-to-a-Friend. Increase the exposure of your message by encouraging recipients to pass on your content.

Sub-Account Set Up. Activate additional MagnetMail accounts.

Message Library. Branded web page that recipients and website visitors can access to view previous editions of your email communications.

Clickstream Tracking. Email-to-website tracking showing the pages on a website that message recipients visited after clicking an email link.

TEMPLATES

Custom Templates. Let our talented graphics team build a custom-designed, fully branded shell for your messages.

Plug and Play. "Locks down" the look and feel of your message. All elements and styles are pre-defined according to your preferences. You limit what content creators can add.

Stack and Play. Operates just like its cousin, the Plug and Play, but gives even greater control over message branding and content by further limiting what content creators can add.

PROVISIONING

Sender Score Certified™. Email accreditation program. Qualified customers enjoy reduced filtering risks at more than 1.2 billion email inboxes, including major ISPs such as Yahoo! and Hotmail.

Private IP. Have all your emails sent from a dedicated IP address to improve deliverability and mitigate potential deliverability issues.

Goodmail Certified Email™. Pay for "white listing" service that guarantees delivery to a variety of ISPs including AOL, Yahoo!, Comcast, AT&T and others.

AMS & CRM INTEGRATIONS

Use MagnetMail's bi-directional CRM/AMS integrations to improve the effectiveness of your email marketing programs.

Choose from one of these options:

- Avectra Netforum
- iMIS
- TMA Resources Personify
- Salesforce.com
- Application programming interface (API)