



CREATING & SENDING MESSAGES

Unlimited List Size. Upload as many contacts as you want. You are only charged for the emails you send, not for the contacts you upload.

Unlimited Document Hosting. Include documents of all types in your email. No need to attach them; we host them with no limitations or costs.

Unlimited Image Hosting. Add images to your email to enhance design and recipient engagement. We host your images for free!

Personalization. Insert recipient-specific information – name, title, company, and more – in your message or subject line.

Folders. Create personal and/or group folders to better organize your MagnetMail assets.

Email Job Notifications. You and team members can receive a notification email when a job is sent. You may also receive a summary tracking notification email that is triggered at a time defined by you.

Pre-Defined “From” Field. Force senders to select a “From” address from a list you populate in the Tools section. Helps you realize deliverability benefits of using a consistent “From” address.

Pre-Defined Billing Codes. Prior to sending, force users to select a billing code from a list defined by you.

Activity Calendar. Automatically populates calendar to give you a 360° view of your organization’s MagnetMail activity.

A/B Testing. Test subject lines, “From” fields, and content to improve opens, click-throughs, and ROI.

Send-Limit Rules. Avoid over-emailing by setting limits on how many emails your contacts can receive in a set time frame.

Approved Sender. Sender’s messages are sent to an approval queue where they sit until approved by a manager.

SHARE WITH YOUR NETWORK

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.

SWYN Tracking. Data on which recipients are sharing your content on Facebook, Twitter and LinkedIn and how many times that content is viewed in that social circle allows you to see just how large your sphere of social influence is...and the amplification of your email marketing efforts using MagnetMail + SWYN.

SETTINGS

Temporary Suppression. Suppress recipients on a one-off message basis (e.g. don’t send this conference promotion to anyone who has already registered for it).

Send Message Review Page. As a safety check, see the details of your job before clicking the send button.

Sender ID Authentication. Key authentication protocol validating that a sender is who he says he is. Critical for deliverability.

Permissions. Control the features your users have access to (e.g. user can’t upload data, but may create messages).

Custom ID. Use a familiar code – like an account or member number – as the unique identifier for MagnetMail contacts. Default unique identifier is email address.

Extended Archive Period. Extend the time you have direct access to recipient level data beyond the 3 month default.

Upload to Multiple Groups. Simultaneously upload contact data into multiple groups.

SUBSCRIPTION MANAGEMENT

Opt outs can be managed in one of two ways:

Unsubscribe From List Only: Unsubscribers are removed ONLY from list they unsubscribed from OR

Unsubscribe From All: Unsubscribers are removed from ALL lists

Suppression Across Accounts. Simultaneously upload suppression lists into multiple MagnetMail accounts.

REPORTS & TRACKING

Full Graphic, Exportable Tracking Results. MagnetMail provides comprehensive tracking and Reporting for all email, survey, fax, SMS, RSS, and registration campaigns. Data is exportable via spreadsheet, API, and off-the-shelf integrations.

Track Links Across Messages. Track a single link across multiple messages (e.g. a sponsor’s advertisement).

Track By Groups. See the performance of lists across a single or multiple MagnetMail messages.

ClickView Tracking. Birds-eye view tracking that provides a visual of the message with link tracking overlaid.

Text Version Link Tracking. Automatically inserts a special URL to track links in the text version of your messages.

Google Analytics. Track recipients’ activities after they click on an email and visit your web site. Analyze metrics such as conversions, page views and time on site to help you determine the ROI of your email marketing.