



## REALMAGNET.COM

Visit [www.realmagnet.com](http://www.realmagnet.com) to learn more about how MagnetMail can help you create emails with both form and function.

**“MAGNETMAIL IS  
THOUSANDS OF TIMES  
BETTER THAN WHAT WE  
HAD BEFORE.”**

Sharon Bond,  
Senior Marketing Manager,  
Association Management Center

## EMAIL OVERVIEW

### Attract and engage your audience with MagnetMail.

MagnetMail puts the power of email marketing in your hands so that you can attract and engage your prospects, clients and members. MagnetMail is a self-service application that allows you to manage your email communications from idea to reality. The easy-to-use web interface gives you the ability to:

- **Design and customize your emails:** Create HTML or text messages with branded templates and a simple editor or import your own designed HTML code. Use dynamic content and personalization to make your message more relevant for each individual recipient.
- **Manage your contacts:** Upload lists, add new database fields, collect subscriptions and segment your audience for multiple purposes.
- **Send to your contacts:** Choose your recipients and then use scheduled or triggered messaging to make sure you deliver a timely email.
- **Count on deliverability:** Real Magnet's top priority is making sure your email is delivered to the inbox.
- **Analyze the results:** Get detailed, real-time data on the success of your emails from opens to clicks to page views on your site.
- **Integrate with other applications:** MagnetMail is integrated with the leading CRM and AMS tools and has its own API so you can easily move data across applications.

While email is at the core of MagnetMail, you can also send mobile, RSS and fax messages to your recipients from the same interface.

In addition, Real Magnet's Customer Engagement Modules – MagnetMail Events and MagnetMail Surveys – are incorporated into the application so that you can take interaction to the next level.

And everything is backed up by 24-hour customer support when you need a helping hand.

Request a demo to get a first-hand look at how MagnetMail can power your email marketing.

**MAGNETMAIL = EMAIL + EVENTS/SURVEYS/MOBILE/RSS/FAX**