



**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 A COST-EFFECTIVE, USER-FRIENDLY COMMUNICATION TOOL.”**

Melissa Hicks, President,  
Mosaic Marketing

**MANAGE CONTACTS** |||||||

**All of your contacts at your fingertips.**

MagnetMail gives you a flexible and powerful contact management database.

- **Detailed recipient profiles:** Each contact in your account will have a detailed profile full of demographic and comprehensive activity data. For each recipient, you'll know exactly when they opened a message, clicked a link, unsubscribed, filled out a survey, attended an event and much more. And you can create custom fields so that you have all the profile data you need.
- **Upload or integrate:** You can choose to upload a file of contacts into your MagnetMail database or take advantage of MagnetMail's numerous integrations and API to update your recipients (and transfer information back to your internal database). Either way, it takes only a minute to add contacts and no technical skills are needed.
- **Manage multiple accounts:** MagnetMail's enterprise features allow complex organizations to share and manage contacts across multiple users.
- **Search and segment:** MagnetMail's comprehensive search functionality will let you quickly find contacts and create targeted distribution lists to help deliver relevant messages.
- **Full subscription management:** MagnetMail offers a full subscription management system – including branded subscription pages and reliable unsubscribe accounting – allowing your recipients to self-manage their subscriptions.

Request a demo to get a first-hand look at how MagnetMail can manage your contacts.

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