



REALMAGNET.COM

Visit www.realmagnet.com to learn more about how MagnetMail can help you create emails with both form and function.

“MAGNETMAIL MAKES COMMUNICATING AS EASY AS PICKING UP THE TELEPHONE.”

John Drew, Analyst, Hamilton College

CREATE EMAIL CONTENT

Crafting your emails couldn't be easier.

Your emails require both clean, high-end design and informative, engaging content. MagnetMail makes it easy for you to produce emails that have both form and function.

- **Flexible options for creating content:** You can choose from a number of options for editing content, from importing your own HTML to using our built-in HTML editor to developing predefined content fields within a branded template. There is an option for almost every type of email that you send.

Within any message, you can alter fonts, insert images, add tables, link to uploaded files, embed surveys and forms, spell check your message, choose from multiple custom-made templates and much more. Every formatting tool that you need is at your disposal within MagnetMail.

- **Personalized content:** MagnetMail gives you the ability to leverage powerful advanced features such as dynamic content, which helps you cater your content to recipients based on demographic, preference, and activity data.
- **Triggered messages:** MagnetMail allows you to automatically send custom messages to recipients based on a trigger, such as an open, click-through, purchase, birthday or updated email address. This puts the right content in your recipient's inbox at the right time.
- **Additional distribution channels:** Every message that you send can be delivered via email, mobile, RSS or fax to any recipient in your database of contacts. Creating each of those versions is simple and often takes just a few clicks.
- **A/B testing:** You can use MagnetMail's A/B split testing functionality to test the effectiveness of various message components before sending it to your full recipient list. This ensures that you will net the best possible ROI for each message.
- **Deliverability testing:** As part of MagnetMail's deliverability testing feature, you can get a report that tells you if your message content is likely to trigger a Spam filter.
- **Message Library:** Every message can be published to a web page with one click, giving your recipients easy access to past emails.

Request a demo to get a first-hand look at how MagnetMail can help you create emails with both form and function.

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