



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

Deliver relevant information to your recipients with dynamic content.

Want to improve your open and clickthrough rates? Relevancy is the answer. You need to deliver the right content at the right time to your recipients.

MagnetMail's dynamic content technology helps you deliver the right content by customizing message content to individual recipients based on their profile information and/or preferences.

The result is increased relevancy, response and retention.

Traditional personalization features allow you to personalize an email by adding a recipient's name or other information. Dynamic content allows you to create separate content areas and assemble a unique email for each recipient based on their specific interests, preferences, geographical location or any other criteria you choose.

Dynamic content is ideal for newsletters, tailored promotional offers or follow-up emails based on specific survey responses.

Request a demo to get a first-hand look at how MagnetMail's dynamic content engine can increase your response rate.

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