



# MAGNETMAIL

## EMAIL + EVENTS/SURVEYS/MOBILE/RSS/FAX

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Visit [realmagnet.com](http://realmagnet.com) to go deeper into the wealth of features provided by MagnetMail to help you engage your audience.

### MAGNETMAIL



#### One powerful platform for communicating with your audience.

MagnetMail was developed by Real Magnet to give you a single application for communicating directly with your customers, prospects, students, partners and colleagues. Once you login, you are handed the controls to one of the most powerful marketing and communication platforms available.

#### Email

MagnetMail is a comprehensive email marketing application that allows you to attract and engage your audience. Whether you are a novice or a veteran marketer, MagnetMail makes it easy to design emails, manage contacts, track results and do everything in between. Take advantage of MagnetMail's numerous advanced features, leading deliverability rates and 24/7 customer support.

#### Mobile/RSS/Fax

Many of your contacts prefer email, but some would rather get your messages through other channels. MagnetMail makes it easy to send your messages via mobile, RSS and fax.

#### Events

Simplify your event management process with one platform that integrates promotion, registration, reminders, conferencing and reporting. MagnetMail's events module eliminates the need for multiple vendors, gives you greater control and automates the most challenging logistics of managing a physical or virtual event.

#### Surveys

Get instant feedback from your audience with MagnetMail's built-in survey and form module. In just minutes, you can create professional, branded surveys, send them to your contacts using Real Magnet's leading email marketing application and track responses as they come in. The process is simple and full of practical features.

MagnetMail simplifies your day-to-day process by putting everything on one easy-to-use, web-based platform.

Read more about MagnetMail in this brochure or contact us to set up a live demonstration of the application.



## 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**



## 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 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.

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**“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.

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**“WITH MAGNETMAIL I  
KNOW MY MESSAGES  
ARE RECEIVED.”**

Manisha Vasista, Marketing Manager,  
Interstate Hotels and Resorts

## SEND EMAILS



### Get your message to the right people at the right time.

Sending your message is more than just hitting the submit button. MagnetMail gives you the ability to deliver your messages at the appropriate times to the appropriate people.

- **Speed and optimization:** MagnetMail is designed to send large volumes of emails over a very short period of time, ensuring that your messages are delivered on time. Email distribution is also calibrated to conform to ISP specifications and increase your delivery rates.
- **Scheduled sends:** When your message is ready, you can choose which recipients should receive it by selecting a list of contacts and/or individuals within MagnetMail. And you can choose to schedule delivery immediately or at a future date and time. A calendar of your past and pending activity is available for quick reference.
- **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.
- **Sending limits:** Avoid over saturating your recipients by setting the maximum number of emails that can be sent over a given period of time.
- **Bounce management:** MagnetMail includes advanced functionality for managing and resending bounced messages. Numerous attempts are made to re-send bounced messages, according to an algorithm designed to maximize delivery. Additionally, bounces can be re-sent manually at any time.
- **Filtered recipient lists:** You can choose to exclude specific recipients or lists from receiving a message.
- **Activity calendar:** MagnetMail gives you a calendar of all of your actions – from emails to faxes to events – so that you can manage your activities and level of communication.

Request a demo to get a first-hand look at how MagnetMail can send your messages.

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**“OUR RESPONSE RATE HAS NEVER BEEN BETTER!”**

Adrienne Adler, Director of Marketing,  
PennWell Corporation

## TRACK EMAILS

### Track every action taken by your recipients.

Expert marketing can only be accomplished with thorough data, which is why MagnetMail tracks every action taken by your recipients and reports the full results for your analysis. It's these details that will help you take your marketing plan to the next level.

Every data point you need is available, including messages sent, delivered, opened, clicked, bounced, web pages visited, unsubscribes, A/B testing results and much more. Here's a look at the various components of MagnetMail's comprehensive tracking functionality:

- **Recipients:** MagnetMail tracks the actions of every recipient. This allows you to delve into any individual's data and get a full view of that person's historical activity.
- **Messages:** After you send a message, turn to MagnetMail's aggregate tracking data to get a full summary of its performance. You can also directly compare tracking data for multiple messages to analyze which ones generated the most activity from your recipients.
- **Bounces:** Meticulous management of bounces is a key ingredient of higher delivery rates. MagnetMail provides in-depth tracking of bounces, broken down by type. MagnetMail automatically resends bounced messages to improve your results, but also lets you manually resend bounces at any time.
- **Web:** Driving traffic to your web site is important, but so is keeping visitors while they are there. By taking advantage of our special integration with Google Analytics or our proprietary web tracking system, you can track email traffic to your landing pages and throughout the visits to your web site. This high-end feature will help you measure the effectiveness and comprehensive results of your email campaigns.
- **Mobile/RSS/Fax:** Like email, every mobile, RSS or fax message that you send out is tracked and reported in MagnetMail.

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

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**“REAL MAGNET’S DELIVERABILITY TESTING TOOLS ARE ESSENTIAL TO EVERY EMAIL THAT WE SEND.”**

John Garvie, Marketing Manager,  
Affinity Circles

## EMAIL DELIVERABILITY

### **Deliverability is our top priority.**

Getting your messages to the inbox is difficult. Because your email marketing success depends on the delivery of your messages, more than anything else, deliverability is Real Magnet’s top priority.

Real Magnet has a dedicated deliverability department that monitors ISP practices, new technologies and system architecture and activity. The Real Magnet team has systems in place to proactively monitor and communicate with domains (ISPs and email administrators) that exhibit deliverability issues. There is also regular correspondence between Real Magnet and both filter and blacklist administrators to identify and rectify problems. And every configuration and feature of the MagnetMail application is designed to optimize deliverability.

Among the technologies employed by MagnetMail are Sender Score Certified, Domain Keys, DomainKeys Identified Mail (DKIM), Sender ID and Sender Policy Framework (SPF).

MagnetMail also includes built-in deliverability testing so that you can identify potential deliverability problems before sending your message.

While Real Magnet devotes a lot of time and energy to deliverability, it is a joint effort that requires your participation. Learn more about our deliverability partnership with you at [www.realmagnet.com](http://www.realmagnet.com).

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

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**“MAGNETMAIL HAS HELPED US INCREASE OUR BOTTOM LINE.”**

Craig Cussimano, Director, Online Services, American Gas Association

## INTEGRATIONS & API

### Share data between MagnetMail and your CRM or AMS system.

MagnetMail offers a full API and is integrated with several major CRM and AMS systems so that you can seamlessly transfer data between your applications.

With just a few clicks, you can import contacts from your CRM or AMS system into MagnetMail to use for email, mobile, RSS or fax distribution. And after you've sent a message to those contacts, the tracking data gets automatically transferred back into your primary database.

The result is a simple, efficient process that reduces errors and adds critical tracking data for your customer records – giving you a comprehensive view of marketing activity for each individual recipient.

MagnetMail is currently integrated with applications such as:

- Avectra netFORUM
- iMIS
- Microsoft CRM
- Salesforce
- TMA Resources Personify

Don't see your CRM or AMS system above? Check with us to see if we work with your application. MagnetMail also offers a full API (application programming interface) so that you can easily tie your application to your MagnetMail account.

Request a demo to get a first-hand look at how MagnetMail can integrate with your CRM or AMS system.

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**“SIMPLY PUT,  
MAGNETMAIL IS EASY  
TO USE AND HAS SOLID  
FEATURES. IT DELIVERS.”**

Brent Littlefield, President,  
Littlefield Consulting

## MOBILE/RSS/FAX OVERVIEW

### Reach your audience via multiple channels.

Your recipients may prefer mobile, RSS or fax – as opposed to email – and MagnetMail is one of the only platforms to give you the ability to easily send via any of these channels to make sure that your message is read.

You can designate which recipients should receive mobile, RSS or fax messages, and then MagnetMail does the rest. And if the recipient is suddenly unable to receive an email message, for example, MagnetMail will send your correspondence via mobile or fax to make sure it reaches its destination.

And as with everything in MagnetMail, all tracking data is recorded and available to you for analysis and segmentation.

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

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**“REAL MAGNET IS  
CONSTANTLY LOOKING  
TO THE FUTURE TO  
ADDRESS OUR NEEDS.”**

Anna Ulrich, eMarketing Manager,  
Drury Inns

## MOBILE

### Go mobile and reach recipients wherever they are.

Mobile messaging represents one of the most personal ways to reach your recipients.

Soon, MagnetMail will make it possible to quickly and easily send text/SMS messages to your contacts. The final touches are being put on MagnetMail's new mobile messaging functionality, which will add another component to your ability to send emails, RSS feeds and faxes.

Using MagnetMail's subscription management system, your contacts will be able to choose which channel they prefer.

You will also have the ability to send complex messages that send an email to your recipient if the mobile message is undeliverable. This roll-over feature ensures that your message is received.

And as with every activity in MagnetMail, you'll get comprehensive tracking data about your mobile campaigns.

Request a demo to get a first-hand look at how MagnetMail can add mobile messaging to your marketing efforts.

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**“MAGNETMAIL IS  
RELIABLE, EASY TO  
LEARN AND VERY  
COST EFFECTIVE.”**

Carrie Kulak, Director of Consumer  
Marketing, Goebel Marketing  
North America

## RSS

### **RSS is the perfect complement to email.**

The adoption of RSS continues to grow, and many of your recipients may prefer to receive information via this channel.

That's why Real Magnet has made it easy to distribute a solo RSS feed or in tandem with your email message. Just type in the content, choose your recipients and publish your RSS feed. It's that easy.

MagnetMail's subscription management system allows recipients to choose whether to receive your messages via email, mobile, RSS or fax.

MagnetMail will also track recipient activity on your RSS feed.

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

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**“MAGNETMAIL IS AN  
EXTREMELY FLEXIBLE  
AND SUPERIOR TOOL.”**

Alaina Sadick, Web Manager, Wolf Trap  
Foundation for the Performing Arts

## FAX

### Send faxes directly from MagnetMail.

MagnetMail is one of the only email marketing tools with a fully integrated fax messaging capability.

While adoption of email, mobile messaging and RSS continue to increase, many recipients remain loyal to fax communication. MagnetMail allows you to send either a stand-alone fax or an integrated email and fax message based on recipient preference.

You can also use fax as a backup to email, and vice versa. So if you send a fax and it is unable to go through, MagnetMail will send the same message via email. This roll-over feature ensures that your message is received.

MagnetMail will track and report on the success of your faxes at both the aggregate and individual recipient levels. Here are some other features of MagnetMail's integrated fax capabilities:

- An easy-to-use interface
- Full merge (personalization) capabilities
- The ability to send multiple, unique documents
- A scheduler for launching future broadcasts
- Customizable re-try algorithms

Request a demo to get a first-hand look at how MagnetMail can add fax to your communication efforts.

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**“EVERY TIME I USE  
MAGNETMAIL I DISCOVER  
COOL NEW FEATURES  
THAT HELP MY  
COMPANY.”**

Lori Keyes, Senior Manager,  
Brand Communications,  
Wyndham Hotel Group

## EVENTS MODULE OVERVIEW

### Simplify your event management.

Real Magnet’s Events Module dramatically improves the event management process by integrating all of the tools needed to execute an online or physical event into one powerful technology platform.

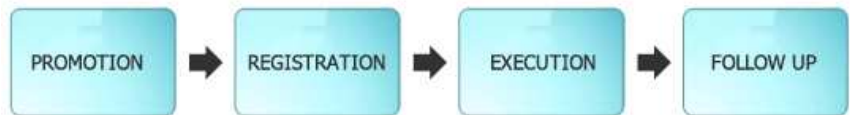
The results are fewer vendors, greater control and automation of some of the most challenging logistics of event management.

On one powerful technology platform, you can:

- **Promote your event:** Promote your event using MagnetMail, Real Magnet’s industry leading email, mobile, RSS and fax messaging tool.
- **Register attendees:** Easily create branded, payment-enabled event registration web pages. When an attendee signs up, the data is captured reported to you.
- **Send confirmations and reminders:** Automate the process of sending personalized confirmation and reminder emails or faxes.
- **Add audio and web conferencing:** Set up an audio or web conference – choose among several providers – without ever leaving the application’s interface. Your attendees will automatically receive unique pin codes and access information.
- **Track the results:** Check the event module’s comprehensive event tracking feature to get registration, attendance and financial reports.

The integration reduces the old pain points of event management. Gone are the inefficiencies associated with managing multiple vendors. Gone is the need to constantly import and export data. Gone are the bad experiences associated with under-trained operators. Real Magnet puts it all together to make the entire process much easier and less expensive.

### REAL MAGNET MANAGES THE KEY DIMENSIONS OF YOUR EVENT.



Self-managed and fully-managed options are available. Be as hands on as you want. Just let us know what you need and we’ll take care of it.

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

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**“THE REAL MAGNET TEAM IS ALWAYS READY TO HELP US WITH BOTH PROFESSIONALISM AND KNOWLEDGE.”**

Carlene M. Alpert,  
Corporate Director, eCommerce,  
New Castle Hotels and Resorts

**EVENTS MODULE ADVANTAGES**

**Reap the benefits of integrated event management.**

With multiple moving parts and manual coordination, putting together a physical or virtual conference can be difficult. The Real Magnet Events Module is designed to make event management easier than ever.

Take a look at how MagnetMail can alleviate some of the hardships that go along with managing an event:

STAGE	CONVENTIONAL SOLUTION	REAL MAGNET SOLUTION
<b>Promotion and Follow Up</b>	Manually transferring recipient and registration data back and forth between registration engine and email broadcast tool. Difficulty separating registrants from non-registrants for multiple promotions and follow-up surveys. Potential for data overwrites.	All recipients and registrants are in one database, making it easy to send promotions and follow-up messages to the appropriate lists. The need to import/export data is eliminated!
<b>Registration</b>	Logistically challenging to coordinate with conference vendor. Requires frequent updates of registrant info to vendor and event login information to be distributed to attendees.	Integration with leading conferencing vendors automatically creates a seat for attendee and provides event login info during the registration process. All registration data is captured and stored.
<b>Confirmation and Reminder Emails</b>	Requires manual transfer of attendee list from registration engine to email broadcast tool. Little or no automation.	All elements are automated. Confirmation emails are sent upon registration. Reminder emails are sent at times designated by you.
<b>Execution</b>	Delays. Difficulty with operators. No attendee validation at outset of event.	Unique pin codes validate all attendees and eliminate need for entry operators – reducing costs and improving the experience for attendees. If your workflow requires entry operators, they can be provided.

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

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**“REAL MAGNET IS  
VERY HELPFUL AND  
PROVIDES PROMPT,  
EXCELLENT SERVICE.”**

Nick Osterholt, Website Editor,  
The Catholic Health Association

## EVENT REGISTRATION PAGES

### Build event registration pages in minutes.

With the Real Magnet Events Module, you can create fully functioning event registration web pages with just a few clicks – giving you more time to collect attendees.

No technical or design skills are necessary to build branded pages that accept secure online payments. You can customize fonts, images, colors and much more. You also have the flexibility to make strategic decisions, such as whether to include a review page and which payment types to accept.

Here are just a few of the features that will make your job easier:

- Easy-to-use, self-service interface
- Highly customizable, branded registration pages
- Pre-population of forms
- Conditional logic/branching
- Group registration features
- Individual and group discounts
- Integrated audio and web conferencing services
- Automated confirmation and reminder emails
- Comprehensive tracking (registrant, attendee, financial)
- Customized, exportable reports
- Ability to edit registrations
- Secure credit card acceptance
- Check acceptance
- Integration with your merchant account

The greatest advantage is that your registration engine is integrated seamlessly with your email broadcast tool. Everything you need to promote to, register, confirm, and follow up with registrants is provided in one powerful platform and database.

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**“REAL MAGNET THINKS OUTSIDE THE BOX TO CREATE SOLUTIONS THAT EFFECTIVELY MEET OUR REAL NEEDS.”**

Bonny Pope, Owner, Design in Tandem

## EVENT CONFERENCING

### Add audio and web conferencing on the fly.

If your event is an audio or web conference, Real Magnet's Events Module offers an innovative solution that will dramatically simplify things.

Integrated into the event module are reliable, high-quality audio and web conferencing services. As you create your event registration pages, an audio conference or webinar can be provisioned and scheduled with just a few clicks. It all happens behind the scenes.

Perhaps more importantly, as attendees register, conference access details – including unique pin codes – are automatically displayed on the confirmation page and in auto-generated confirmation and reminder emails. This eliminates one of the most challenging event logistics: coordinating the data transfers between the registration engine and your conferencing provider.

On the day of the event, Real Magnet is there to meet your needs and those of the attendees. We provide operators and account executives that ensure the event runs smoothly and effectively.

And because the conference was provisioned via the event's module, attendance reports are automatically displayed in your tracking reports.

Here are just a few key options available with audio and web conferencing from Real Magnet:

- Operator assisted entry
- Unique pin entry
- Operator, moderator, and event manager assistance
- Chat functionality
- Annotation tools
- Live Q&A sessions
- Webcasting services
- Recording and hosting
- Full branding
- Audio and web training for speakers
- Online polling

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

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**“WE COULD NOT BE MORE  
PLEASED WITH THE  
QUALITY OF SERVICE.”**

Steve Roberts, Director,  
State Services Organization

## EVENT EMAILS



### **Deliver confirmation, reminder and follow-up emails automatically.**

Your event registration pages and conferencing services are integrated directly into MagnetMail, Real Magnet's industry-leading email marketing application, so that your confirmation, reminder and follow-up emails can be sent automatically.

When a registrant signs up for your event, an email with your brand, custom content and any relevant conferencing information is sent automatically. You can also choose to have multiple reminder emails sent to registrants at preferred intervals.

And when the event is complete, you can have follow-up emails automatically sent to your attendees. (You can use Real Magnet's Surveys Module to poll your attendees about the event.)

Promotional emails can also be sent from MagnetMail and tied directly to the event. All event information is saved in your MagnetMail database, making it easy to send targeted promotional emails to past attendees or certain demographics.

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

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Craig Cussimano, Director, Online Services, American Gas Association

## EVENT TRACKING



### Every detail about your event is tracked in MagnetMail.

The Real Magnet Events Module integrates promotion, registration, confirmation, reminder, attendance and follow-up, and every online action taken by your customers is tracked and reported in MagnetMail.

Instead of coordinating data from disparate applications, everything is collected in MagnetMail, giving you a full marketing view of your customers.

Not only does this greatly simplify your process, but it allows you to analyze every stage of your event so that you can make improvements and target future attendees.

Included in the tracking data is financial information. You'll know exactly how much revenue has been committed and collected.

Here are just a few of the standard reports that you can pull:

- Overview
- Registrations by event
- Registrations by date
- Cancelled registrations
- Individual registrant details
- Revenue collected
- Balance due
- Email activity

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

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



## 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.

**“OUR RESPONSE RATE HAS NEVER BEEN BETTER!”**

Adrienne Adler, Director of Marketing,  
PennWell Corporation

## SURVEYS MODULE OVERVIEW

### Get feedback from your audience.

Customer engagement requires a conversation. With MagnetMail’s integrated Surveys Module, you can get immediate feedback from your audience in minutes.

The key is the collaboration of MagnetMail’s email broadcast tool and the fully integrated survey and form module.

It takes only a few minutes to create your own fully branded survey. MagnetMail gives you the flexibility of choosing from multiple questions types, from checkboxes and radio buttons to rankings and constant sums. You can also take advantage of advanced features such as response editing, deadlines, response limits, custom confirmation pages and more.

You can then embed the survey into an email or send a link to the web version. Either way, all response data from your recipients is captured by MagnetMail and ready for your analysis.

The Surveys Module allows you to send forms of any kind, making the uses unlimited – customer satisfaction surveys, membership and subscription renewals, contact information updates, order confirmations and more.

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

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**“REAL MAGNET IS  
CONSTANTLY LOOKING  
TO THE FUTURE TO  
ADDRESS OUR NEEDS.”**

Anna Ulrich, eMarketing Manager,  
Drury Inns

## ABOUT REAL MAGNET

### **We are committed to your success.**

Real Magnet was founded in 2000 with the sole purpose of helping you engage your customers. It's a mission that we take seriously and has driven us to become a leading email service provider.

The core MagnetMail application has evolved from a basic email and fax platform to one that facilitates a variety of marketing tasks, from RSS and mobile marketing to surveys and event management. We continue to improve the application while working with you to identify needs and trends in the ever-changing electronic communications landscape.

We also offer a sister application called EmailExam, which allows email marketers to test the integrity and deliverability of their messages before they are sent.

Both MagnetMail and Email Exam are backed by innovative technology and innovative people. We pride ourselves on our 24/7 customer support and personal relationships with our clients.

MagnetMail is endorsed by the American Society of Association Executives, the Specialized Information Publishers Association and the Hospitality Sales and Marketing Association International.

The company also is a Sender Score Certified provider and a member of both the Email Sender and Provider Coalition and the Email Experience Council.

Contact us to learn more about our products and services.

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