



Email Campaign Manager

"Email Marketing Campaigns are now so much more than sending a bulk message to a distribution list"

With email marketing so widely used, the e-marketer faces a number of significant challenges in maximising the effectiveness of this medium:

- » The modern e-marketer is required to produce professional quality HTML emails to capture the attention of the intended recipient.
- » Deliverability must be maximised by maintaining pace with constantly evolving aspects of anti-spam technology.
- » Market intelligence must be gathered to closely monitor the impact and success of each e-marketing campaign.
- » Ethically and rigorously deploy appropriate opt out mechanisms as required by Privacy legislation.

Prodocom Email Campaign Manager provides a comprehensive service to assist the e-marketer in resolving the issues of content production, deliverability, campaign analysis and privacy compliance.

- » The online HTML editor provides a user friendly, template based interface with which to produce professional HTML content without the need for any HTML programming skills.
- » The advanced Prodocom email technology maximises email delivery by overcoming many of the filter processes in place on receiving mail servers.
- » Comprehensive reporting is provided for each email campaign. In depth delivery reports coupled with thorough tracking information on open rates, click throughs and forwarding enable the e-marketer to easily analyse the success of the campaign.
- » The unsubscribe functionality incorporated into Prodocom Email Campaign Manager provides a fail safe mechanism for e-marketers to comply with Privacy laws.

Email Campaign Manager Key Features

Feature Rich

Build professional looking email campaigns on our feature rich HTML email designer.

Mail Merge

An email campaign can be personalised using up to 100 variables. This level of personalisation opens up a whole new range of uses such as invitations, debtor letters, etc.

HTML and Text Options

Prodocom are able to deliver HTML or text emails and can deliver each message in the accepted format for each recipient.

Unsubscribe Management Service

The tightening of privacy laws ensure that managing opted in email and unsubscribe lists is critical. The Prodocom service is designed to help with this process.

Easy to Use

No need for HTML programming skills, the Prodocom interface is very user friendly.

Key Features

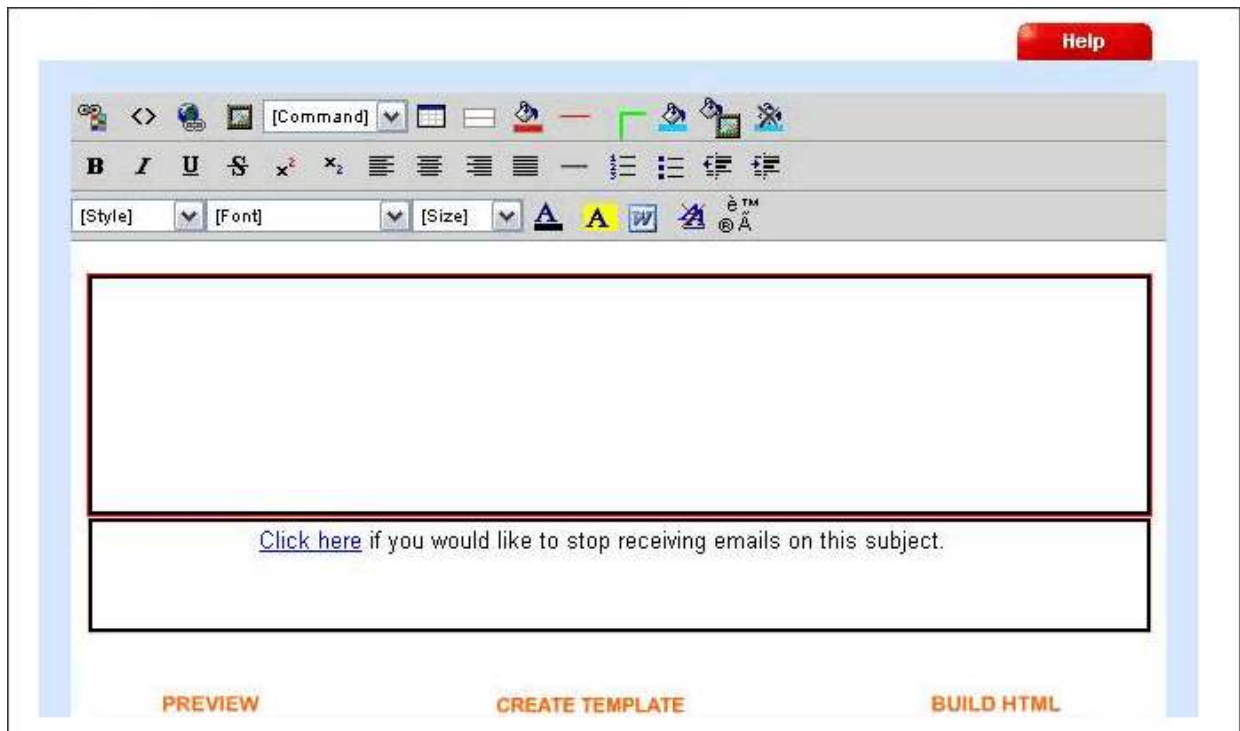
- » Feature Rich
- » Mail Merge
- » HTML and Text Options
- » Unsubscribe Management Service
- » Easy to Use
- » Schedule Delivery Times
- » Additional Resources
- » Experienced Skill Set
- » Enhanced Document Security, Archiving and Retrieval
- » Reduce Costs
- » Maximise Deliverability
- » Reporting

Prodocom Value Proposition

- » No Capital Outlay
- » Unlimited Scalability
- » The Flexibility of Local Development
- » More Effective Deployment of IT Resources
- » Complete Redundancy
- » Access to Emerging Technology
- » Competitive Delivery Costs

For More Information

If you haven't found the information you were looking for, or have any questions please feel free to call us on **1300 132 739**.



Schedule Delivery Times

Scheduling delivery times ensures the intended recipients are reached at the times in which they are most receptive.

Additional Resources

Short on internal head count? Prodocom can manage as much or as little of the campaign as required.

Experienced Skill Set

We've done this before, we can help!

Enhanced Document Security, Archiving and Retrieval

Data is safe! Our data centre, networks and web sites have passed stringent security audits. We archive all campaigns for future reference.

Reduce Costs

Outsource to Prodocom and eliminate expenditure on expensive hardware and software and the maintenance of such equipment.

Maximise Deliverability

The Prodocom email platform can assist in avoiding the traps of email filters. Our platform delivers hundreds of thousands of messages daily and is fully scalable to handle many more.

Reporting

Prodocom reporting options are extensive. Full reporting for each campaign is available via the Campaign Manager interface.

Email Campaign

Campaign Name: New Test

[View Email](#)

User ID	Campaign ID	Subject Line	Count	Failed	Success	Complete	Pages	Created	Job name
richard.evans@prodocom.com.au	666115196	Please open and click links take 3	18	0	18	1	1	26-09-2006	0040209F



Delivery Report

Total Sent	18
Completed	18
Failed Deliveries	0
Successful Deliveries	18

Email Campaign

Campaign Name: New Test
JobName: 0040209F
User ID: richard.evans@prodocom.com.au
Subject Line: Please open and click links take 3
Campaign ID: 666115196
Pages: 1
Date: 26-09-06
Time: 15:54:24

[View Email](#)

Tracking Report

Emails Sent	18
HTML Emails Opened	18
Text Emails Opened	1



Links Summary

URL: http://www.amsnku.com.au	
Emails Sent	18
Recipients Activated LINK	15
Recipients NOT Activated LINK	3
Total LINK Activations	15

