

3Mail
creative email marketing

**effective email marketing
made easy.**

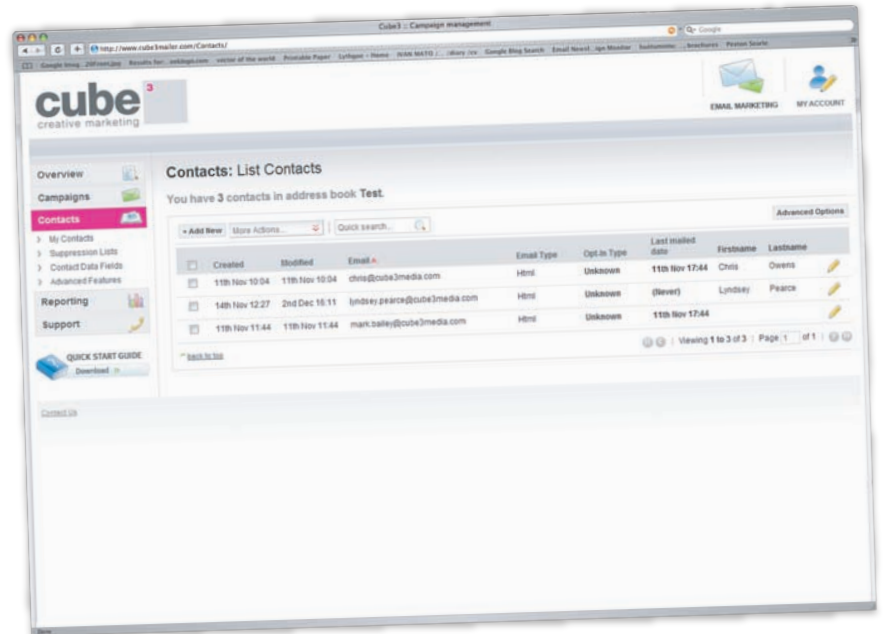


The solution for business.

3Mail allows you to create and distribute high-impact branded HTML emails with full personalisation.

Detailed reporting offers you effective and accountable campaigns.

Unlike some systems it's very, very easy and intuitive to use.



Features.

// Create

Import your own HTML templates or create them using a WYSIWYG visual interface. No HTML skills are required, giving you immense flexibility to create powerful branded campaigns.

// Template library

Free professionally-designed templates that can be easily adapted to match your company branding. Or add your own templates to the library, ensuring your brand remains consistent across the marketing mix.

// Fully Tracked

Detailed reporting on all aspects of your campaign, right down to your individual recipients' behaviour. For example, see who's opened your email, which links they clicked, which of your website pages they visited, and what they bought.

// Dynamic content & triggered emails

Easily set up powerful trigger email campaigns which automatically generate leads and conversions. Using your profile data you can dynamically change the content within your campaigns to ensure relevancy, increasing your response rates.

// Segmentation query builder

Increase your response rates by sending targeted and relevant campaigns. Use our sophisticated Data Query Builder to build highly targeted and effective data segments to which you can send relevant campaigns.

// Full support

A dedicated support team that you can actually get hold of - via phone or email, as well as a dedicated account manager. And we're all based in the UK, working the hours that you do.

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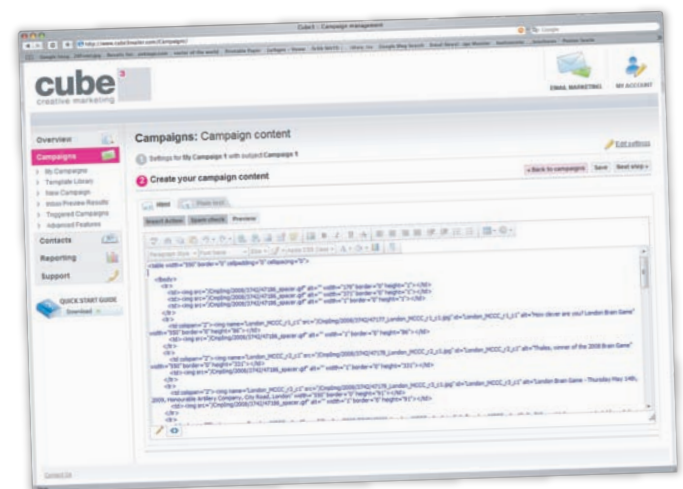
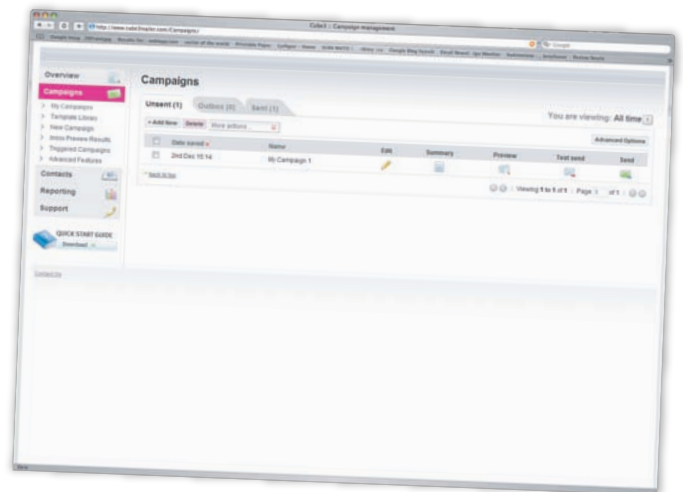
3Mail marketing is a wholly web-based application.

So there's no IT setup whatsoever required at your end. The one-off licence fee gives you all system upgrades and support. After that, you pay only for the emails you send.

3Mail is only used by bona fide businesses - not individuals, internet newsgroups, unknown web sign-ups, etc. Our email servers are never used to send inappropriate content.

As members of the Direct Marketing Association we actively participate in thought leadership and encourage best practice. Our system is built to help enforce best practices such as our automatic unsubscribe and bounceback management, which helps maintain and cleanse mailing lists, leading to higher delivery rates and keeping you within the Data Protection Act.

Send emails such as newsletters, special offers and promotions, updates or competitions. The only limit is your imagination...



3 Ways to make 3Mail work for you:

- 1. Send targeted mail - measure effectiveness**
3Mail tells you how each recipient behaves on receipt of your email. You can immediately see who's most interested in what you're telling them and target them accordingly.
- 2. Manage your lists effectively**
3Mail manages sign-ups and unsubscribes, whilst keeping you compliant with the Data Protection Act. **3Mail** lets you effortlessly import as many contact lists as you like and will automatically map and cleanse your data. It's easy to import existing email address lists - you don't need to start from scratch.
- 3. Build 3Mail into your own website or ecommerce system**
3Mail lets you easily produce sign-up and unsubscribe forms that you can add to your website at the click of a button. And for techies, **3Mail** produces an extensive API so your programmers can seamlessly integrate with your existing CRM, databases and e-commerce system.



Features.

// Data capture and management

Easy data upload

Automatic unsubscribe handling

Automatic website sign-up

Automatic sign-up confirmation

Choice of single or double opt in

Update recipient's details online

Allow recipients to update their own details

Automatic bounce handling

Data mapping

Scalable data storage solution

Easy data export

API connectors and access

Domain suppression

// Data segmentation and targeting

Segmentation Data Query Builder

Coming soon: Segmentation querying by reporting data

Public address books

Survey Builder Tool

// Create

Easily upload and edit your HTML templates
Choose how you create your templates:

Insert text, graphics, links, tables - just point and click

Easy image resizing tool

Built-in spam checker

Advanced spam checker

Link checker

Personalised preview

'Refer a Friend' link

'Add to social networks' link

Personalise your email content

Dynamic Content

Microsite Builder

Document linker

// Testing

Free, unlimited test sends

Microsite Inbox Preview

Subject line split testing

// Send

Multipart delivery

Schedule campaigns to be sent in the future

Choose your email 'From Address'

Outbox, with campaign 'pause' button

Latest delivery authentication employed

// Triggered campaigns

Triggered emails following web form submission

Custom event triggered emails

Series triggered emails

Graphical representations of your results

Links clicked - by link name and URL

Drill down to individual recipients

Forwards

Replies

Bounces and unsubscribes

Overlay 'hotspot' report

Unlimited export of your reporting stats

"Hot Prospects" reports

Social network bookmark views

Compare reports from different campaigns

Schedule report updates

Automatic list/address book generation from reports

Website page and path tracking

ROI tracking

Report by top 10 domains

One-click Google Analytics tracking code tool

Geomap of results (coming soon)

Contact history reporting (coming soon)

// Support

Unrivalled support and assistance

Managed Service

Dedicated Account Manager

User permissions management

Hierarchical Parent and Child accounts

Contact us for more details or to set up a free trial account.

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