



Mercurytide Mailout System

Newsletters, subscriptions, bulk email
management and statistics

The benefits and features of our new system

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Benefits

Save time

- ▶ Features an automated subscribe / unsubscribe function (keeping you safe with anti-spam legal obligations without the hassle).
- ▶ Can be easily integrated with your existing web site or subscriber database.
- ▶ Automatically handles duplicate or invalid email addresses.
- ▶ Break apart functionality and presentation from content creation - focuses your resources on what they do best, no techie's required.

Explore the Statistics

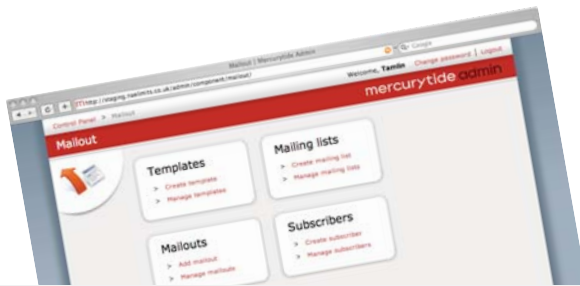
- ▶ Easily see the management analysis; percentages of views, not viewed, links clicked.
- ▶ Drill down to individual email address and see their reading history.
- ▶ Find out who clicks which links - see who wanted to find out more.
- ▶ Customise your reports to see the effectiveness of newsletter campaigns, e.g. increased web-site activity or online purchases.

Build On Your Branding and Customer Relationships

- ▶ Use your existing data to easily target your mail outs; mail those who have read or
- ▶ Use templates to send professionally branded mail-outs that can be and personalised to your subscribers.
- ▶ No cost per email, manage and send to an unlimited subscribers list.

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Features



Newsletter Creation

Create email content using our content editor; you don't need any HTML experience. It's simple to use, it keeps your content styled to match your branding and you can even copy and paste from Word.

You don't need to worry about text only or HTML versions for different subscribers, the system takes care of that for you.

- ▶ Choose between multiple templates for your different mailer & branding needs.
- ▶ Easily insert pictures, links and other files like PDF's & Word into your content.
- ▶ Edit, save and re-edit as often as you like before sending.

Sending your Newsletters

Select customer's based on subscription preferences. Select subscribers based on your their history – The system can be customised for selection based on your database (e.g. content reviewed, sales history, events attended).

- ▶ Instantly report on hard-bounced email addresses (those that bounce immediately)
- ▶ The system automatically includes un-subscribe options into your email template, keeping your mailer inline with anti-spam.
- ▶ Test & Preview your mail out in your browser or in your inbox before sending.

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Features



Manage Your Subscriber Lists

- ▶ Integrate your 'subscribe to newsletter' option into to your website and subscriber database.
- ▶ Import subscriber lists, the system will automatically clean duplicates and unsatisfactory email addresses.
- ▶ The system can manage your un-subscribers automatically.
- ▶ Ability to manage hard-bounced email addresses (those that bounce immediately).
- ▶ Manage profiles for your customer's subscription preferences, manage multiple subscription lists.
- ▶ Export your subscribers to Excel.

Analyse and Reporting

- View real time management statistics, how many have been sent, viewed, links clicked, re-viewed, unsubscribed.
- ▶ Drill down to the who's, what's and when's of individuals.
 - ▶ Export reports to Excel.

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