



Features:

General

- No hardware or software to buy, download, install or maintain.
- With our flexi plan you can have the freedom to pay per usage. No term contracts, No sign up costs, No annual licenses, upgrades, support costs, or hosting fees.
- Very easy to use. We provide simple and easy instruction to go through for each step of sending out your campaign. Furthermore, with a business or corporate account you receive two 30-minute initial training session.
- Reliable and trusted. Our customers range from large Corporations who send over 500,000 e-mails per month, to small businesses who send out less than 100 e-mails per month. There is an effective solution for every type of business.
- Free ongoing customer support around the clock. With an office in the UK, Ezemail provides free 24 e-mail and phone support.

Create

- Choose from our ready made templates or create your own custom one. Paste your HTML code and/or text in the content box and you've created your message - in HTML, AOL, or text or Use EzeEditor (A WYSIWYG Web Editor) to create code for you.
- Personalised emails, with recipient name or other details being automatically inserted from the database at run time
- Content Previewing. Send a copy of your newsletter or mailing for review or approval before sending it to subscribers
- Personalised "To" Field. Messages are addressed to individual subscriber names, so your communications won't be filtered into bulk mail folders by ISPs.
- Past Format Editing. Easily access all previous newsletter issues or mailings to edit or reuse content and layout.
- Cloning features. New Campaigns can be quickly created by copying (cloning) previous campaigns, with just the changes for the new campaign being required.

Deliver

- Ensure high delivery rate. Our spam assassin tool will provide a detailed report for each campaign you create to ensure the lowest possible spam score, giving you a much higher deliverability rate. Also, Ezemail continually maintains clean IP addresses ensuring your e-mails are being accepted by all the service providers.
- Send dual formatted documents (HTML and Text). Auto-sensing capabilities allows you to send content to your users in the format that works for them, including text & graphic-rich HTML. Additionally, Ezemail automatically generates messages that auto-sense each recipient's format capabilities (HTML or text) and provides them with the right version of your message.
- Schedule your campaigns. Ensure a campaign is sent out when you want your subscribers to receive it without having to set a delivery reminder.
- Testing your campaign. Send a test e-mail to yourself before the actual campaign is sent out to ensure everything meets your approval. Also with the help of our Spam Assassin feature you can ensure your e-mail campaign is not flagged as possible spam, improving your rate of delivery.
- Send Attachments...by arrangement with Ezemail. Please contact us for the pricing schedule
- Auto Response for new Opt-ins. Generate an HTML auto response to those new subscribers and automatically add these subscribers to your database (I see you currently have 4 newsletters you offer - you can have subscribers directed into the appropriate sub-group i.e. 'Offshore')

Track

- Evaluate the success. The details of these reports allow you to see trends in effectiveness (what's the most effective time to send, what links to include, etc., Member Holists (who are your most interested clients/members).
- Real-Time campaign/recipient statistics. View the success of your campaign in Real-time - Opening rates, click through rates, bounced rates, opt-in rate, recipient statistics, etc.
- Automated Campaign Reporting. Receive the reports you want in the format you want. Select from detailed campaign statistics or detailed recipient statistics. Export these reports f
- Subscriber Reports. Displays the number of messages sent to each subscriber on your list over a given period of time, what action took place (sent, bounced, unsubscribed, clicked on a link in the message) and when that action took place.
- Response Analysis. Using the latest "sniffer technology", Ezemail tracks the number of clickable URLs in a message, click-throughs (per URL and total), click-through rates, unsubscribes, and the effectiveness of your viral marketing efforts.

Manage

- Subscriber Acquisition. Don't have any email addresses yet? Increase opt-in recipients to your Ezemail database through customisable forms on your own web pages. You can offer single or multi-categories for your subscribers to sign up to.
- Opt-outs, opt-ins, bounces handled Automatically
- Sophisticated Bounce Handling. Ezemail handles all bounced mail automatically, significantly reducing the time needed to cleanse your mailing list of invalid email addresses. Hard bounces- such as invalid addresses-can be automatically cleansed from your database and soft bounces- such as "mailbox full" or "receiving MTA not responding"-can be re-queued for later delivery.
- Customisable Unsubscribe link. Links at the bottom of every message ensure that even the least email-savvy readers can easily unsubscribe. Customise these to reflect your businesses personality.
- Send Subscription Confirmation Emails. Make sure your users are confirmed opt-in subscribers to guarantee your mailing list is truly permission based
- Ensures No Duplicates. Instant purging of duplicate email addresses.
- Target by Demographic Data. You can tell Ezemail to target specific recipients based on the information stored about them in the database. For example, you may select recipients by location data such as State, Postcode range or Country.
- Target by Interest. Or you can store your own unique information about your recipients in Ezemail's "custom fields" and base your targeting on this data. Combined with Ezemail's Category selection capabilities, this facility allows you to fine-tune your email campaigns to a high degree, and really zero-in on those people you wish to target
- Segment your database. Ezemail allows you to create categories (ex. Members, clients, general newsletter list, etc.) and send targeted campaigns for each category.