

## Email Design Features

### Email Templates



Choose from dozens of beautiful, industry-specific email templates to get started creating your email.

### Upload or Import Content

As well as using the WYSIWYG editor, you can upload your existing email campaign from your computer or import it from a web page.

### Design Once, Please Many

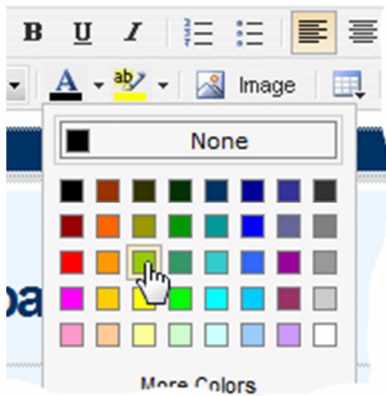
Our templates have been tested to work in all popular email clients (including Yahoo, Hotmail, Gmail and Outlook), meaning your contacts see your email message exactly as you intend it to be seen.

### Easily Upload Images

Upload as many images as you like into your email campaigns. Unlimited free image hosting is included with every account.

### Easy WYSIWYG Editing

Use the built-in WYSIWYG editor to make changes to your email campaigns. You can format text, upload and insert images, add links and more.



## Popup and Inbox Previews

See exactly how your email will look before you send it. You can view a preview in your web browser or even email it to yourself.

## Use Your Existing Template

There's no need to design your email template from scratch. You can upload or copy+paste your existing template (with images) into the system in just a few seconds.

## Email Personalization

Personalize your email with two clicks using custom fields such as first name, age or company name. It works the same as a mail merge in Microsoft Word!



## Advanced HTML Editing

Advanced users have full access to customize the HTML of their email campaigns, right from the WYSIWYG editor's "source" tab.

## RSS Archive of Sent Emails

The system automatically creates an RSS archive of emails you send, making it easy for you to display the archive on your website or anywhere that supports RSS.

## Anchor Links

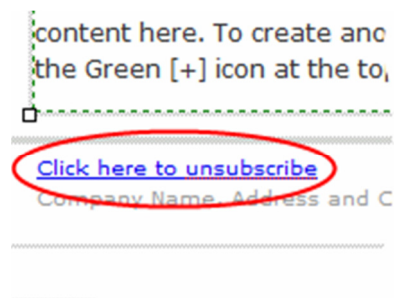
Anchors allow you to insert a link from one section of your email campaign to another, such as from the table of contents to a paragraph further down in the email.

## Email Campaign Features

### Easy, Automatic Unsubscribes

The "Insert Unsubscribe Link" button makes it easy to add an unsubscribe link to your email campaign, which is required by law in most countries.

Also, all unsubscribe requests are processed for you automatically giving you and your subscribers peace of mind.



## Campaign Optimization Tips

Right from Big Commerce you can view tips, tricks and advice to make sure your email campaign is optimized before sending. Learn how to improve subject lines, what time works best for sending and more.

## Automatic Bounce Handling

Bounced emails (both soft and hard) are processed and removed from your list for you automatically, meaning your list is always clean.

You can also export a list of which email addresses bounced and see both soft and hard bounce details.

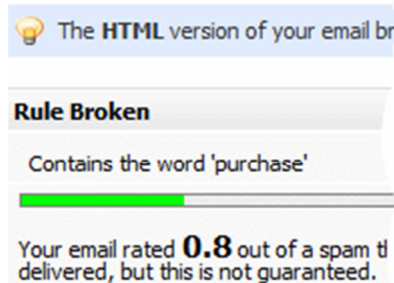
## Upload & Send Attachments

The software includes full support for uploading and sending attachments along with your emails.

## Embed Images As Attachments

When sending a campaign you have the option to embed images as attachments, meaning your email can be viewed (once downloaded) without an internet connection.

### Free, Built-In Spam Checking



Your email is analyzed for known spam keywords and the spam report shows you exactly what needs to be changed, ensuring your email is delivered to as many of your subscriber's inboxes (and not junk mail folder) as possible.

### Forward to a Friend Link

Encourage subscribers to share your email by including a "forward to a friend" link in your email. You can even see a report on who forwarded your email to a friend and when!



### No Duplicate Emails - Ever

You never have to worry about duplicate emails with this system. We guarantee you'll never find a duplicate email address in your list.

### Send Now or Later

With full support for scheduled sending, you can blast your email out immediately or schedule it to go out at a later more convenient time.

### Send to Multiple Lists at Once

Easily send your email campaign to multiple contact lists in one send. Duplicate emails are removed automatically before sending.

### Dynamic Content Blocks

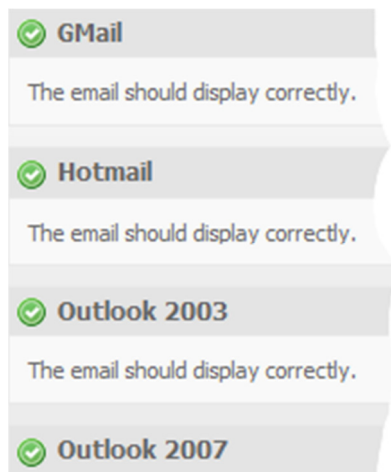
Dynamic content blocks allow you to personalize a section of your email message based on custom field values. For example, if the subscriber's hobby is golf, you can show a golf ball. If it's hockey, you can show a hockey stick, etc.

### **Automatic Inbox Preview**

For maximum impact and click thrus it's important that your email looks the same in all of the popular email clients, which isn't always easy.

Luckily our system's inbox preview tool shows how your email will look in all of the popular email clients (Yahoo, Gmail, Hotmail, Outlook, etc).

If something is found to be out of place, you're shown exactly what to change to ensure maximum inbox compatibility.



### **HTML, Text or Both (Multipart)**

Create beautiful HTML emails, informative text emails or both using the integrated campaign editor. Multipart emails are sent as HTML and text and your subscriber's email client will show whichever version it supports best.

### **CAPTCHA Form Support**

Eliminate automated submissions from your website signup form by enabling CAPTCHA form support.

### **Pause & Resume Sending**

From the "Scheduled Emails" page you can see a list of emails waiting to send and you can even pause and resume emails that have started sending.

## Advanced Email Marketing Features

### Split Testing

Find out which of your email campaigns performs the best based on open rates and click-thru rates with split testing.

You can even run a split test on a small portion of your list and send the winning email to the rest of your list automatically after a predefined period of time!

Unlike other email marketing software which limits you to A/B split testing, you can test unlimited variations in a single split test.

**Create A Split Test**

A split test allows you to send different versions of an email campaign and see which performed better.

Buttons: Save And Send, Save And Exit, Cancel

**Split Test Settings**

- \* Give Your Split Test a Name: 20% off promotion test  
(Such as '20% off promo split test'. The name is for your reference only)
- \* Choose Which Emails to Send:
  - ☒ 20% Off Promotion A
  - ☒ 20% Off Promotion B
  - ☒ 20% Off Promotion C
  - ☒ 20% Off Promotion D
- \* Choose a Winner Based on: Number of people who open the email
- \* The Kind of Test to Run?
  - ☒ Find a winning email and show me the results
    - Your emails will be sent in equal groups to your entire list
    - You can then view the best performing email from the split test statistics page
  - ☐ Find a winning email then send it to my list automatically
    - Emails will be sent in equal groups to 10 % of your list
    - The best performing email will then be sent to the rest of your list 8 hours later
    - Results of the split test can be viewed from the split test statistics page

## Triggers

Put your follow up tasks on autopilot with triggers. Send birthday and anniversary reminder or promotion emails, move contacts between lists when they open your email or click a link and a whole lot more!

With triggers you can:

- Send recurring emails based on a date such as a birthday
- Add contacts to new lists based on events (such as opening an email or clicking a specific link)
- Remove contacts from the list they are on based on an event
- Add/remove a contact from a list on a date in the future

### Edit a Trigger

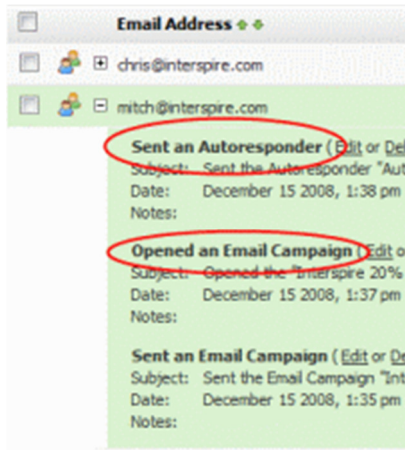
A trigger activates an action when a specific event occurs, such as sending a birthday email on a contacts birthday or adding

## Automatic Event Logging

Every time a contact in your list receives and opens an email campaign or autoresponder, or when they click a link in your email, that action is logged automatically under their contact profile.

You can see a complete history of every email they've received, which links they clicked and when they

opened your emails.



## Manual Event Logging

**Log an Event**

Event Type:

Phone Call

Subject:

Re: Purchasing IEM 5.

Date:

16/12/2008

Notes:

Called John to discuss p

Using the built-in event logging system you can quickly and easily log events such as phone calls and meetings next to contacts in your list.

Each user can define their own event types and follow up reminders can be added through the software automatically to your Google Calendar if enabled.

## Google Calendar Integration


The system has full support for your Google calendar. Easily add follow up reminders to your Google Calendar simply by clicking the "Add to Google Calendar" icon next to any date field when editing a contact's details.



## Add to Google Calendar

Fill out the form below to add an event

What:

When:  

Where:

Description:

## Surveys & Feedback Forms NEW!

Use the drag & drop editor to quickly create a completely customized survey then link to it in your email or autoresponder and blast it out to your list. Responses are collected and can be analyzed, browsed and exported to Microsoft Excel for further processing.

### Create a Survey

Drag fields from the left to right below to build your survey. You can add a link to your survey when creating a

**Survey Designer** **Survey Settings**

**Customer Feedback Survey**

Please tell us what you think of our software using the survey below

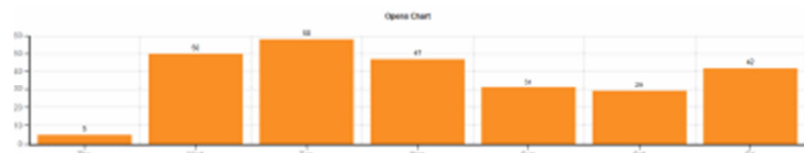
**\* What is your name?**

*Click here to enter some optional help text*

## Statistics & Reporting

### Email Open Reporting

You've created and sent the perfect email campaign, but how many people opened it and when? The system tells you this and more.





From the statistics tab you can see exactly who opened your email and when. View the data as a visually appealing bar chart or as a data table with more detail.

You can view the open rate report for the last 7 days, last 30 days, last year or even a custom date range.

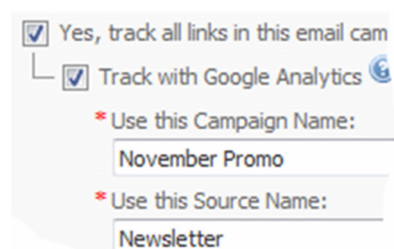
## Link Click Tracking

See which links were clicked, by who and when. Your sales team can follow up with leads that've shown interest in your products by clicking a link in your email. Talk about making contact at the right time!


Email Address  	Link Clicked  	Click Time 
customer1@email.com	<a href="http://www.yoursite.com/products/">http://www.yoursite.com/products/</a>	November 25
customer2@email.com	<a href="http://www.yoursite.com">http://www.yoursite.com</a>	November 23
customer3@email.com	<a href="http://www.yoursite.com/pricing/">http://www.yoursite.com/pricing/</a>	November 25
customer4@email.com	<a href="http://www.yoursite.com/pricing/">http://www.yoursite.com/pricing/</a>	November 25

## Google Analytics Integration

As you're sending an email campaign you can type in your Google Analytics details and a tracking code will be added to all links in your email, giving you full integration for number of visits, goals and e-commerce conversions for that campaign.



☒ Yes, track all links in this email campaign


☒ Track with Google Analytics 

\* Use this Campaign Name:

\* Use this Source Name:

## Email Bounce Tracking

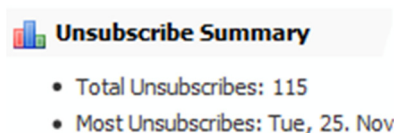
Bounces are handled for you automatically and you can view reports showing which email addresses bounced, when and why, with an exact error message from the email provider, such as "Email address doesn't exist".

Bounce Type 	Bounce Rule
Soft Bounce	Problem with re
Hard Bounce	Email Address c
Soft Bounce	Problem with r
Soft Bounce	Over Quota
Soft Bounce	Over Quota
Soft B	Problem with

## Unsubscribe Reporting

See unsubscribe statistics for each email campaign you send, either for a specific date or over time.

You can view the details of everyone who unsubscribed and see the unsubscribe rate relative to open and bounce rates.



## Forward to a Friend

See how viral your email campaign really is with complete details of who forwarded your email to a friend and when.

## Contact Management Features

### Full List Management

You'll always be compliant with spam laws and best practices thanks to our automatic handling of opt-ins, unsubscribe requests and bounced email cleaning.

### Add or Import Contacts

Type in contacts details one by one or even import existing contacts from Microsoft Excel, Outlook or a CSV file.

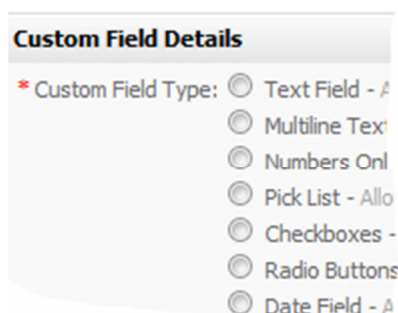
## Website Signup Forms

Easily create customized signup forms with your company's color scheme to add to your website.

## Unlimited Custom Fields

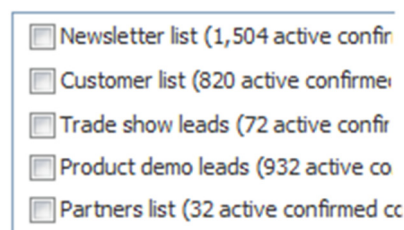
Create multiple custom fields to store additional information about contacts such as location, interests, last name, phone number and more.

You can then add custom fields into your email campaigns to personalize them, similar to a mail merge in Microsoft Word.



## Create Multiple Contact Lists

Create as many contact lists as you need, allowing you to group contacts based on type or lead source, such as "newsletter subscribers" and "sales leads".



## Double Opt-In Confirmation

Keep your list clean and follow best practices by requiring new subscribers to click a link in an email (generated and sent automatically) to verify they want to join your list.

## Modify Subscription Details

Each contact on your list can modify the details of their subscription, such as email address, first name, preferences and more.

## Bulk Remove Contacts

Remove large groups of contacts from your list by typing in their email addresses or uploading a file.

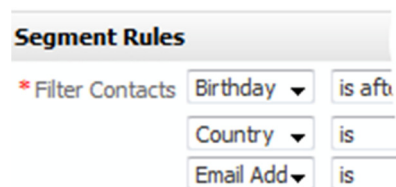
You can remove contacts permanently or mark them as unsubscribed so they won't receive any new emails you send out.

## One-Click Unsubscribe Links

Automatic unsubscribe links in your emails give subscribers peace of mind and help you more than comply with CAN-spam laws.

## Powerful List Segmentation

Filter contacts across multiple lists based on common attributes such as location or interests and send emails to each segment.



The screenshot shows a 'Segment Rules' window. It has a header 'Segment Rules' and a sub-header '\* Filter Contacts'. Below this, there are three rows of filter criteria, each with a dropdown menu and a comparison operator. The first row shows 'Birthday' with a dropdown arrow and 'is after'. The second row shows 'Country' with a dropdown arrow and 'is'. The third row shows 'Email Add' with a dropdown arrow and 'is'.

## "Do Not Mail" List

The built-in email suppression tool allows you to keep lists a list of contacts who shouldn't (and won't) be sent your emails under any circumstance.

## Customizable Contact Views

When viewing your contact list in "grid mode" you can choose which of the contact's details appear in the grid, giving you the details you need quickly.



The screenshot shows a list of fields that can be selected for display in the contact grid. Each field has a checkbox and a label. The fields are: Birthday (checked), Country (checked), Current Customer? (unchecked), First Name (checked), Last Name (checked), and Sex (unchecked). The labels are in a blue box, and the checkboxes are in a white box.

## CAN-Spam Compliance Features

### One Click Unsubscribes

The "Insert Unsubscribe Link" button makes it easy to add an unsubscribe link to your email campaign, which is required by law in most countries.

Also, all unsubscribe requests are processed for you automatically giving you and your subscribers peace of mind.

### Automatic Bounce Handling

Bounced emails (both soft and hard) are processed and removed from your list for you automatically, meaning your list is always clean.

You can also export a list of which email addresses bounced and see both soft and hard bounce details.

### Contact Details in Footer

The system allows you to enter your complete company contact details which can be added to the footer of every email you send. This helps subscribers remember who you are and why they joined your list, and reduces the chance of your email being marked as spam.

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