

White Label Features List May 2008



Data Management

Number of contact records in database	Unlimited
Historical access to reports and campaigns - number of months stored	60
Automatic bounce handling	✓
Data cleanse and de dupe on upload	✓
Amend contact details on-screen, or re-import to refresh the data	✓
Online sign-up form	✓
Suppression list management - bulk import all unsubscribes	✓
Number of mailing lists / address books	Unlimited
Number of customisable data fields (in addition to 5 default variables)	Unlimited
Custom adjustable hard and soft bounce management thresholds	✓
Export soft and hard bounces and unsubscribes by date range, campaign or total amount	✓
API to connect dotMailer to your back data system refreshing the data with all unsubscribes, soft and hard bounces	✓
Domain suppression	✓
Data integrity scoring	✓
API connectors to integrate dotMailer with third party applications (eg your CRM system)	✓
Third Party App integration, allowing you to use dotMailer within a third party platform	✓
Segmentation Data Query Builder (including queries by contact history data), updated in real time	✓
Mappable data, on import	✓
Geomap segmentation (coming soon)	✓

Create

Easily create your campaigns using "Point and Click" technology	✓
Built in Spam Assassin spam checker	✓
Personalise your email content at the touch of a button	✓
Add external web links to your email content at the touch of a button	✓
'Refer a Friend' link	✓
WYSIWYG editor	✓
Number of personalisable fields (in addition to 5 default variables)	Unlimited
Template library, including 12 simple to edit HTML templates	✓
Template Library including 88 free, professionally designed generic templates	✓
Easily upload your design templates into dotMailer	✓
'Add to social networks' link	✓
Dynamic Content	✓
Advanced spam checker with breakdown by desktop client, server and gateway firewalls (usage charge applies)	✓
Easy image-resizing tool	✓
Personalised preview	✓
Survey Builder - Easy online survey building, with automatic, population of response data into your dotMailer lists (monthly charge applies).	✓
Microsite Builder, for quick and easy creation of dedicated landing pages for your email campaigns	✓
Document linker - link to and launch PDFs, and any other documents, directly from your marketing emails, in one quick step.	✓

Test

Free, unlimited test sends	✓
Inbox Preview (usage charge applies)	✓
Subject line split testing	✓
Email content split testing (coming soon)	✓
'Friendly from address' split testing (coming soon)	✓

Send

Multipart delivery	✓
Schedule campaigns to be sent in the future	✓
Triggered emails following web form submission	✓
Send from your companydomain.com (set-up charge applies)	✓
Generic, account-wide auto responder for all email replies	✓
Auto responder for email replies, customisable by campaign	✓
Outbox, with campaign 'pause' button	✓
Triggered emails based on recipient action (coming soon)	✓
Custom event triggered emails (eg Upsell email sent automatically to any customer who orders product A, or who's Birthday it is)	✓
Series triggered emails (eg 4-stage subscription renewal programme)	✓

Reporting

Graphical representations of your results	✓
Delivered and open rates	✓
Links clicked - by link name and URL	✓
Forwards	✓
Replies	✓
Bounces and unsubscribes	✓
Drill down to individual recipients	✓
Overlay, hotspot report	✓
Print out board room ready reports	✓
Unlimited export of the reporting stats	✓
Generate "Hot Prospects" reports to further target your lists	✓
Filter results by Link Name to generate follow-up campaign lists	✓
Social network bookmark views	✓
Compare reports from different campaigns	✓
Schedule report update, emailed to up to 5 colleagues per campaign	✓
Automatic list/address book generation for follow-up campaign campaigns based on filtered results	✓
Website page and path tracking	✓
ROI tracking from email to website conversion, by numerical and alpha codes	✓
Report by top 10 domains	✓
One-click Google Analytics tracking code tool	✓
Geomap of results (coming soon)	✓
Contact history reporting	✓

Support

Online FAQ and Help	✓
Free unlimited Email support	✓
Free telephone support	✓
Dedicated Account Manager who knows your business	✓

Account Management

Number of licensed users	Unlimited
User permissions management	✓
Hierarchical Parent and Child accounts (Chargeable per Child Account)	✓

Managed Service Options

If you simply haven't got the time or resources to handle your campaigns in-house, we offer a range of managed service solutions from Basic: sending and managing responses; to Intermediate: creating campaigns, sending and managing responses; to Advanced: developing the marketing strategy, design and creating the campaign, sending and managing the responses. Please ask your account manager about our Managed Service options.

Next steps...

We'd be happy to talk to you about any of our email marketing products, explain anything that's unclear and set you up with a no-obligation email marketing free trial account. Our Email Marketing Consultants are here to listen to any specific your needs you might have... or just give you some general advice.

Contact details

T. 020 8240 6551
E. info@dotmailer.co.uk
F. 0208 239 1147

dotMailer Ltd
No.1 Croydon
12-16 Addiscombe Road
East Croydon
CR0 0XT

