

## Can You Trust Bulk Email Delivery Service Provider?

Think again before considering using any web-based bulk email delivery service.

Don't be held hostage by a flaky email service provider who could go out of business at any time and leave you in the cold. They may not even give you time to retrieve you data. What if they sell your mailing list for profit? Time spend on leaning another bulk email software can be very time consuming.

Take matter into your own hand. Take full control of your own data. After all, customer list is your most valuable asset. It is also your responsibility to protect your customer's privacy.

Bulk email can be done and managed professionally in-house, quickly, with little effort and technical knowledge by using **GroupMail Business Edition**.



**GroupMail Business Edition** is being used by many large well-known corporations and non-profit organization to send large volume of newsletters, announcement, and promotional messages to their customers. These corporations include ATI, Dell, HP, Motorola, Microsoft, NEC, Sony, University of Manitoba, University of Toronto, and many small business as well.

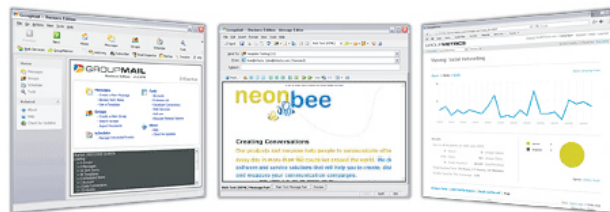
By using GroupMail you will never have to rely on anybody else to mind, control off, or even to allow you access to your own data. All your recipient information will be stored locally on your own computer, available to you at any time, and will only be accessible by you and nobody else!

Mailing list is one your most valuable asset. It is your responsibility to ensure the privacy of your customer.

If you are planing to send hundreds of thousands of emails, or are currently sending bulk emails but want to improve your current system, it is time to consider GroupMail.

GroupMail Business Edition is a high-performance desktop email application designed for high volume email marketing. It lets you create and manage any number of mailing groups, with any field structure you like, and any number of recipients on your mailing list.

GroupMail Business Edition can send large volumes of email much faster by using up to 256 simultaneous connections. It incorporates cool features like database direct linking, importing, scheduling, queuing, background sending, MS Outlook Integration, routing, XML document support, and much more!



Send high impact, professional looking emails that are "personalized" for each recipient with better acceptant rate, monitor open & click rate.



Who has opened your email and clicked on the link? You have the power now to track and monitor your email campaigns.

### What are the advantages of Email Marketing?

- ❖ Low start-up and on-going cost
- ❖ Flexibility of start-up size
- ❖ Broad audience reach
- ❖ Highly target audience
- ❖ Measurable and manageable results
- ❖ Faster delivery and faster response.
- ❖ Can be tested quickly, and allowing you to fix errors quickly & easily too.
- ❖ Email can be easily forward to friends or colleagues for word of mouth marketing
- ❖ Use Newsletters to educate customers to gain trust and build brand
- ❖ Increase revenues by improving sales and customer satisfaction.

Marketing products or services by e-mail is probably one of the most effective ways to increase traffic to your web site and/or business location, attract new customers, keep in touch with existing one at a very low cost. Most large companies have used email to successfully to promote their products and services.

Not all email marketing software are created equal.

Does the email marketing software work with your existing software? Does it accept your existing data in any format? Does it auto response? Following up with precision? Prepare and schedule email delivery at any set time? fine tune personalization? Keep recipient detail private and secure?

## Send high impact, professional looking emails that are "personalized" for each recipients.

Using fields of information you have stored for each of your contacts, you can easily create highly personalized messages and templates.

Subject lines can be personalized for added impact. Custom files can also be attached to each message you sent, automatically, making GroupMail a perfect tool for sending personalized documents such as eNewsletters, announcements, promotions, follow up, reports to your recipients for better response rate.

HTML supported means you can add images and highly formatted texts to your messages to create high impact emails for better response.

## Keep your recipient details private and secure.

GroupMail will never expose your recipient lists to your recipients like typical email packages do!

Your recipient lists are one of your most valuable assets - GroupMail will make sure that you don't give them away, even by accident. A lot of email packages on the market will happily let you expose your entire mailing list in the headers (To or CC field) of the messages you send. This will never happen with GroupMail. The only email addresses your recipients will ever see in the headers of messages you send them are theirs and yours.

## Fully control and target your mailings.

GroupMail offers several ways to target and filter your mailings. Any of the fields you use to store recipient information can be used to build powerful filters. These filters can be applied to importing, exporting and sending.

With advanced Header customization options you can completely control where replies and bounces are sent, allowing fantastic reply management and delegation.

## Fine tune your personalization using powerful but easy to use IF THEN ELSE scripts

Allowing you to create conditional dynamic messages based on information you have stored for your recipients. Format merge fields - turn 1000000 into 1,000,000, and make mishaps like 'Dear jOE' in to 'Dear Joe'. All emails can be previewed before sending with 100% accuracy.

## Manage an unlimited number of fully customizable groups/lists with an unlimited number of recipients in each.

Unlike other email software that limits the number of email you can send and manage, GroupMail lets you create and manage any number of groups (with any field structure you like) with any number of recipients. The sky the limit.

## Prepare and schedule messages for delivery any time in the future.

GroupMail Business Editions comes complete with its own Task Scheduler. This allows you to Schedule and queue messages for delivery any time in the future and set repeat or follow-up options. It is possible to schedule the Subscriber Add-on as well.

## Run and maintain CAN-SPAM compliant Newsletters with powerful automated subscription & removal support.

With the help of our free Subscriber Add-on you can easily manage any number of mailing lists and newsletters. You can process Double Opt-in Subscription requests, remove requests, and bounces easily and quickly directly from any number of email accounts. Responses are sent automatically to successful requests.

Verify recipient lists using the free add-on high speed Email Inspector.

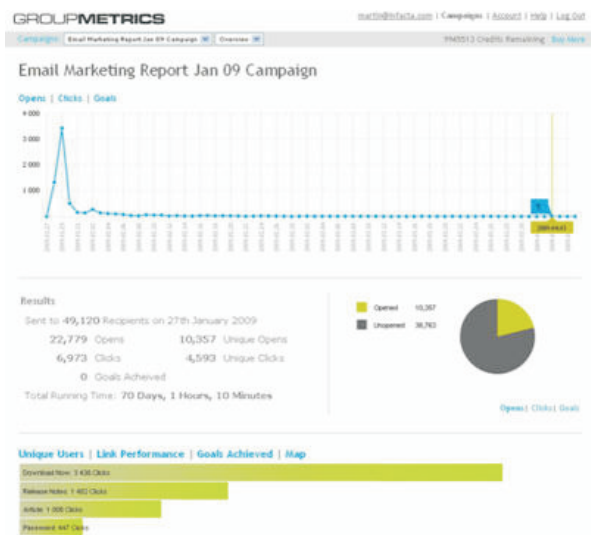
With support for multiple sender identities, GroupMail allows you to host mailing lists on behalf of others, automatically and easily.

## Prepare and send your messages in practically any languages.

GroupMail currently supports 30 International Character sets and the number is rising.

New languages support is constantly add on each new update.

A full range of industry standard encoding options are available to make sure your messages are delivered correctly and intact. Message bodies, Subject lines, header names, all are encoded.



## GroupMail Business Editions allows you to send emails using up to 256 connections.

Send your email will be much faster than what you can do with other email software. Failed messages (when sent directly) can be retried any number of times and/or routed through other mail servers giving you the maximum in reliability.

## Track and monitor your email campaigns.

You can integrate GroupMail with GroupMetrics, a service that allows you to track and monitor your emails campaign with a just few simple clicks.

You can find out who has opened your email, and click the links. You can track how many hits your website receives solely from your email marketing campaign. With these information on hand, you can better manage and target your market and improve your web site. This is your first step for one to one marketing.

## Work with your existing data in practically any format.

Importing data from your existing applications or databases couldn't be easier. GroupMail can import virtually any file type of data, text, CSV, binary, databases, and email address books. Any database that supports ODBC or OLEDB (SQL Server, Oracle, MySQL, Access, FoxPro, Excel) can be imported or linked directly into GroupMail.

GroupMail supported address book formats including distribution lists are: Eudora, Outlook Express, Outlook, Netscape, Opera, Thunderbird, AOL, Lotus Notes, Exchange, PINE, GroupWise and other formats are being added continuously. All data imported is checked for duplicates and all email addresses are validated.

Any type of file can be attached to your messages, and any number of attachments can be sent.