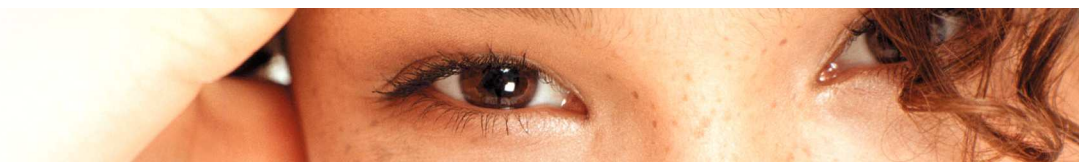


































SARE: LIST OF KEY FUNCTIONS

The following list was prepared for all who would like to find out what to expect from a professional email marketing tool. It is worthwhile to use the empty column to tick the functions that are important from your perspective.





















Emailing: preparation and sending process		
Use of ready-made templates located in the system	<input checked="" type="checkbox"/>	
Import of any number of newsletters prepared externally	<input checked="" type="checkbox"/>	
Import of a ready-made newsletter from the hard drive	<input checked="" type="checkbox"/>	
Newsletters based on imported WWW pages	<input checked="" type="checkbox"/>	
Automated newsletter download from a URL address, at fixed intervals	<input checked="" type="checkbox"/>	
Cycle mailings (e.g. sent on each Tuesday)	<input checked="" type="checkbox"/>	
HTML and TXT mailing formats	<input checked="" type="checkbox"/>	
Intuitive message editor (knowledge of HTML not required)	<input checked="" type="checkbox"/>	
Personalisation based on any features of subscribers (e.g. "Dear Adam")	<input checked="" type="checkbox"/>	
Automatic declension of first names in Polish (e.g. "Witaj Adamie")	<input checked="" type="checkbox"/>	
Personalisation of contents, subject and message links	<input checked="" type="checkbox"/>	
Personalisation of 'To:' field	<input checked="" type="checkbox"/>	
An optional link for subscribers to edit their own data	<input checked="" type="checkbox"/>	
Links in newsletters leading to www are easy to include	<input checked="" type="checkbox"/>	
Content personalisation for newsletters viewed in Internet browsers	<input checked="" type="checkbox"/>	
User-friendly option of inserting an opt-out link	<input checked="" type="checkbox"/>	
Demographic and behavioural targeting	<input checked="" type="checkbox"/>	
Test mailing and message preview as a function of the message editor	<input checked="" type="checkbox"/>	
Attachments sent in any format	<input checked="" type="checkbox"/>	
Choice between graphics in the email or downloadable from servers	<input checked="" type="checkbox"/>	
No limit in size of graphics attached to emails	<input checked="" type="checkbox"/>	
Any name and email address of the sender	<input checked="" type="checkbox"/>	
Any return address	<input checked="" type="checkbox"/>	
In 'To:' field, any recipient can see only one's own email address	<input checked="" type="checkbox"/>	
Choice of coding for different language versions	<input checked="" type="checkbox"/>	
Test mailing to any number to email addresses	<input checked="" type="checkbox"/>	
Message preview in 15 most popular email clients	<input checked="" type="checkbox"/>	
Sending dates planning schedule	<input checked="" type="checkbox"/>	
Option to send confirmation mailing to imported address database	<input checked="" type="checkbox"/>	
Double mailings blocked	<input checked="" type="checkbox"/>	
Correct delivery and white-listing at the biggest Polish servers	<input checked="" type="checkbox"/>	
Automated reply to new subscribers	<input checked="" type="checkbox"/>	
RSS canal functionality	<input checked="" type="checkbox"/>	

















Text messaging campaigns		
Sending of unlimited number of text messages		
Personalisation based on any features of subscribers (e.g. "Dear Adam")		
Sending messages either to all database or to chosen recipient groups		
Demographic and behavioural targeting		
Delivery reports specify exact message delivery time		
Number of failed messages with reasons of message rejection		
Recipient group management (based on message delivery or rejection)		
Individual campaigns history		
Detailed information on campaign costs and budget spent		
SMS gateway for individual messaging		

Address database management		
External database import		
Automated address de-duplication in the process of import		
Incorrect email addresses identification in the import process		
Retention of structure of frequently imported files		
Data insertion based on "copy-and-paste"		
Simple addition of individual addresses		
Synchronisation with external databases (API and SOAP interfaces)		
SSL protocol connection when databases are synchronised		
Independent addition of subscribers via www forms		
Gathering data from various forms and automatic data grouping		
Automated confirmation email (double opt-in)		
Description of events following subscription or opt-out		
Description of recipient based on any feature (e.g. age, job, income)		
Option for recipients to edit their own data		
Autonomous definitions of database columns		
Grouping of recipients by any database criteria		
Sophisticated addressee search engine		
Advanced returns search engine (both hard and soft returns)		
Automated status change (e.g. subscribed, opt-out)		
Seven status types		
Option to block selected addresses from putting in the database		
Export function (the whole database or part of the database)		



Reporting		
Advanced analysis of returns and reasons for message rejection		
Recognition of key phrases (e.g. "out of office")		
Information on the number of open emails (quantities and percentages)		
Statistics of RSS openings		
Lists of recipients who opened the email, and management of these recipients		
Information on precise time of every opening		
CTR campaign effectiveness ratio		
Links popularity statistics by numbers of clicks		
Lists of recipients who clicked on a particular link, and management of these recipients		
Precise information on time of every click		
Option to use any words in link names (URL branding)		
Clicks arrangement over email layout (hitmap)		
Hourly statistics of openings and clicks		
Daily statistics of openings and clicks		
List of unsubscribed recipients, and management of these recipients		
Comparison of mailings in a graphic form		
Sent messages archive		
Data on increasing database size in the form of a table or graph		
Compatibility with Google Analytics		
Analysis of campaign results for particular recipient groups		

Purchase and use		
Zero cost of system purchase		
Zero cost of mailing launch		
Training for unlimited number of users – free of charge		
System access from every computer connected to the Internet		
Easy and independent system operation		
Use of external servers and broadband connection		
System ready for personal data processing		
The highest security level (recommended by GIODO, General Inspector for Personal Data Protection)		
Free advice on personal data processing		
SSL connection system safe access (https://)		
Simultaneous access for several users		
Limited access or various access levels (e.g. editor, analyst)		
Adaptation of the system for various time zones		
English version of the system		
Advanced electronic invoicing system	