

eNewsletter

Pass around the latest happenings in your business and attract profits



eNewsletter poses as the ideal solution for you to venture towards building a lasting relationship with your customers via newsletters. This is an easy to use and cost effective solution that is highly flexible. Through **eNewsletter** you can cater to your customers the information relating to the latest offerings being made by you. You can suitably convince and attract new customers while retaining the existing ones.

Making use of **eNewsletter** you can easily create individualized newsletters and deliver them to subscribers cost-effectively. You get to know the number of subscribers as also that of the un-subscribers. There is the special 'email bounce back' tracking system included that dramatically reduces the time taken to track for bounced mails manually.

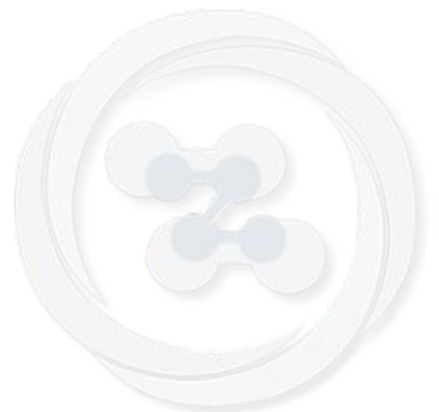
eNewsletter allows conveying of the maximum amount of information at the minimum time. It stands as a best complement to your other marketing tools. With **eNewsletter** at hand you are armed to take charge of an effective newsletter campaign and run it successfully.

Being properly advised and thoroughly convinced customers start having more faith in your business. Thus the ROI from your business rises. And your business marches on the path of success.

Keep people updated about your products, attract more customers and draw in profits.

Highlights

- ☞ Effective subscriber management
- ☞ Efficient management of campaign
- ☞ Preview, publish and send newsletters
- ☞ Click-through tracking of subscribers
- ☞ Exhaustive reports



Z@RIGAMI^{PRO} Data Sheet

eNewsletter

Effective subscriber management

With **eNewsletter** you can manage subscribers effectively- you can add, edit and delete subscribers and even activate, reactivate and deactivate subscribers. The 'Opt-in Subscription' feature helps expand mailing list by collecting new subscribers on the website. It collects email addresses, first and last names, mailing addresses and other information that may be needed.

Efficient campaign management

eNewsletter provides real time email tracking. After sending each email campaign you can track which links generated the most interest and who clicked on each link. With every login you can see the up-to-date campaign results including the number of emails delivered, email bounces (including the reason for every bounce) and the persons who opened and who clicked through each email. Thus you can make use of information from your campaign reports to improve your performance on your next campaign or send email follow-ups to customers who click on a particular topic or product link.

Preview, publish and send newsletters

eNewsletter facilitates previewing of newsletters before you publish them. You can then send them across to selected subscribers via emails that include a link to the newsletter. The email is stored in a list used for this purpose.

Click-through tracking of subscribers

eNewsletter facilitates click-through tracking of subscribers. So, once a link for the newsletter is sent to the subscribers this circulation process is saved as a campaign. In this way it can be tracked whether the respondent had clicked the link and viewed it.

Exhaustive reports

There is a built-in report generating engine in **eNewsletter**. This provides the most exhaustive reports. In a matter of few moments reports such as the following are created: Subscriber vs. Sent Campaign, Campaign vs. Bounce, Campaign vs. Opt-outs, Campaign vs. Click-through and Campaign vs. Read Mail.

ZINFI Technologies, Inc.
6200 Stoneridge Mall Road,
Suite # 300
Pleasanton, CA 94588

For further details, please contact ZINFI today