

digiWebMail

Email Newsletter Marketing

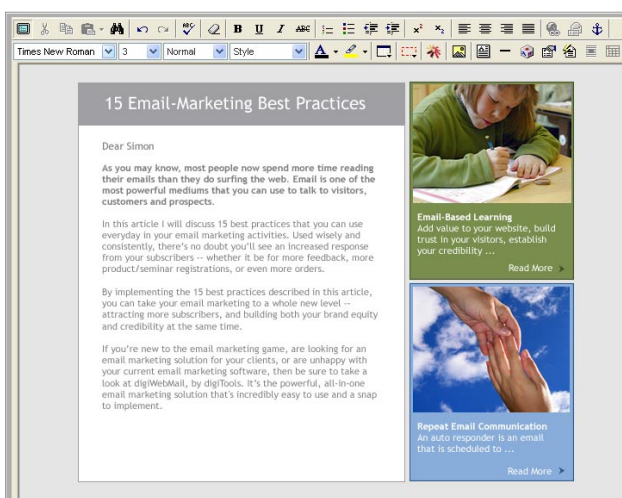
Introducing digiWebMail - The powerful, all-in-one, easy-to-use email marketing solution.

Designing interactive email newsletters has never been easier. From building a list and creating personalized newsletters, to measuring campaign results and sending automated follow up emails - digiWebMail allows you to manage it all using only your web browser! Even better, digiWebMail can easily be embedded into your existing website!

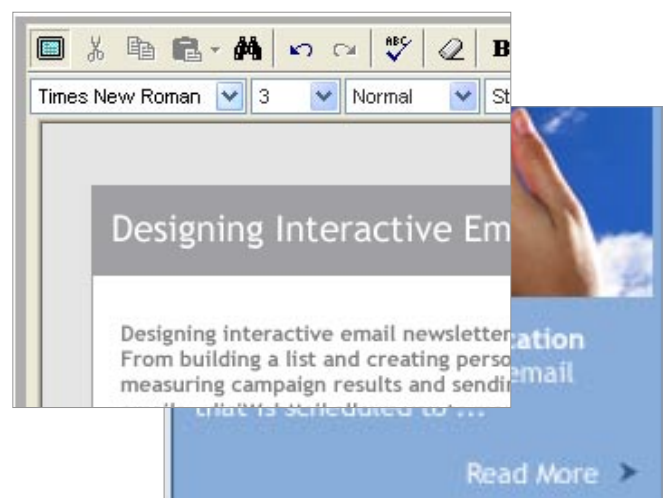
digiWebMail benefits from unprecedented automation: email internet marketing promotion campaigns stand to benefit significantly from its advanced automatic newsletter delivery technology. This allows for direct marketing strategies that can hone in on surprisingly precise demographic targets.

digiWebMail benefits:

- No software to install or hosting servers to maintain
- Boost sales/profits by sending special offers to customers
- Improve customer service with personalized communication
- Create customer loyalty and trust while lowering marketing costs



HTML newsletter



Wysiwyg user interface

Why digiWebMail?

- **Personalize your customer relations**

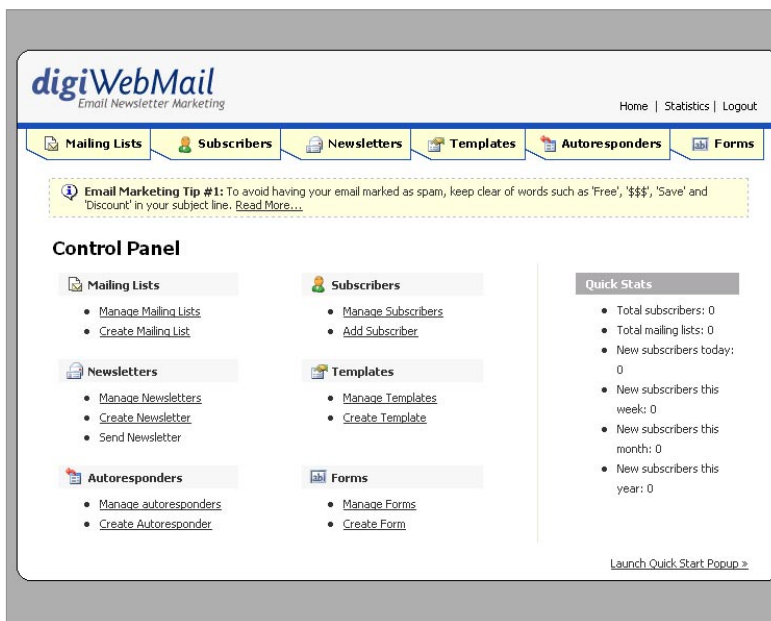
People respond better to emails that actually address them in person. digiWebMail allows you to personalize content by capturing and using your subscribers' details (e.g. name, age, salary or even shoe size (!)) from when they sign up to your mailing list.

- **Improve sales and increase revenue**

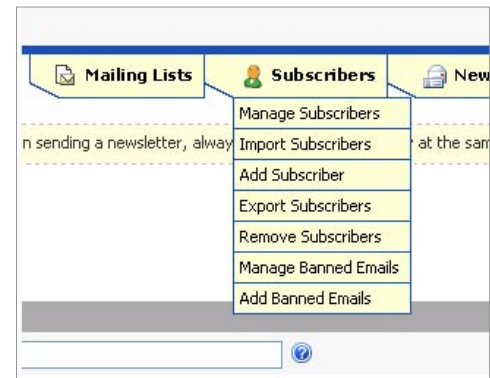
digiWebMail can be used to send a series of follow-up autoresponders to your subscribers. For example, you could send them free white papers, additional product information, or "subscriber-only" discount offers. Your imagination and creativity really are the only limits!

- **Credibility**

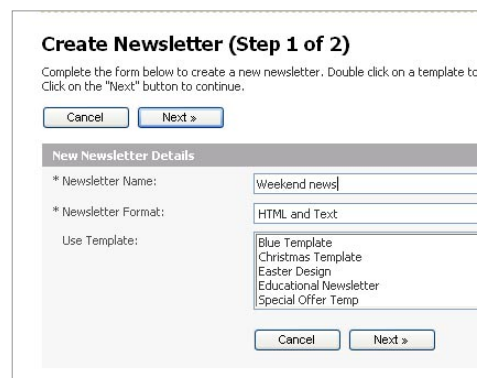
A regular newsletter quickly engenders trust in your website. Consequently, subscribers are more likely to engage your services.



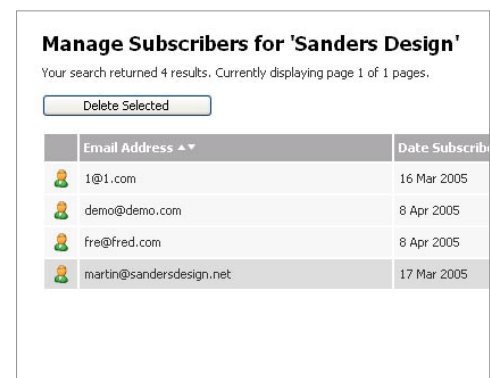
Control Panel index page



Easy to navigate menu system



New newsletter with template



Email Address	Date Subscribed
1@1.com	16 Mar 2005
demo@demo.com	8 Apr 2005
fre@fred.com	8 Apr 2005
martin@sandersdesign.net	17 Mar 2005

Subscriber management

Enterprise level features, small business price

- **The “All-In-One” Solution**
digiWebMail includes everything that you need for your email marketing campaigns - a list builder, subscription forms, automated newsletter delivery, autoresponders, newsletter editor, tracking and more!
- **Create emails in text, HTML or “multi-part” (text and HTML) formats**
When designing interactive email newsletters with digiWebMail, subscribers’ email clients are automatically directed to choose the format best suited to their computer.
- **On-queue autoresponders**
Email internet marketing promotion campaigns are greatly aided by text/HTML autoresponders that, once created, are sent to new subscribers automatically.
- **Powerful follow-up marketing**
A series of autoresponder emails can be programmed to be sent automatically to your subscribers at specific intervals after they sign up.
- **Automatic advanced link tracking and reporting**
digiWebMail automatically tracks and reports subscribers opening your emails, and their preferred links. Easy to view reports and click-thru stats from the digiWebMail control panel allow for easy access to this data.
- **One-to-one personalization**
An unlimited number of “custom fields” can be created for your subscribers to fill out. This data can be used to personalize and thus dramatically enhance the effect of your emails (despite the fact that they are despatched via automatic newsletter delivery).
- **Powerful targeted sending**
Emails can be sent to subscribers only matching certain criteria (e.g. only to females over 21 from the West).
- **1-click bounce handling**
Easily remove erroneous subscriber emails from your mailing list with one click, keeping your subscriber database fresh and relevant has never been easier.
- **Dynamic unsubscribe links**
The automatic newsletter delivery system is no one-way street. A personalised unsubscribe link is easily inserted at the bottom of your emails.
- **Easy to use HTML editor**
Your HTML newsletters can be created using the integrated WYSIWYG (What You See Is What You Get) HTML editor. Rich text, links, and lists can be included directly through your web browser.
- **Runs on auto-pilot**
With automation, email internet marketing promotion is straightforward. Visitors subscribe/unsubscribe from your lists automatically, without manual involvement.
- **Completely web-based**
No software to download/install onto your computer. Everything is managed from your internet connected web browser for easy 24/7 access to digiWebMail.