

# Email Marketing Software

**Autoresponders.** Create a series of unlimited text/HTML autoresponders and have us send them to your new subscribers automatically. It's like having a 24 hour, 7 day a week marketing team.

**Guaranteed "clean" subscriber lists.** We can automatically send out confirmation emails to adhere to double-optin standards, keeping your subscriber list free of errors and bad email addresses.

**Personalisation.** Create an unlimited amount of "custom fields" that your subscribers can fill out, such as first name, etc. You can then use these to personalise your emails, which has been proven to increase reader response rates by as much as 650%!

**Create emails in text, HTML or "multi-part" (text and HTML) formats.** We make sure that your subscribers email client shows the format that is best suited for their PC -- automatically!

**Send and schedule newsletters.** Now newsletters, as well as autoresponders can be sent and scheduled.

**Send to huge mailing lists.** Sending emails with our software has been tested successfully with over 200,000 subscribers, so no matter how big your list grows, we can keep up.

**Dynamic unsubscribe links.** With one click you can easily insert a link to unsubscribe at the bottom of your emails. In some countries, this is required by law. Our software automatically personalises the unsubscribe link for each subscriber that receives your email!

**Automatically confirm your subscribers.** We can automatically send out confirmation emails to adhere to double-optin standards, keeping your subscriber list free of errors and bad email addresses.

**Runs on auto-pilot.** Let your visitors subscribe and unsubscribe from your lists automatically. Everything is processed in real-time, so you will never have to waste time manually adding or deleting subscribers from your mailing lists ever again. And we monitor the whole process for you.

**Upload and send attachments.** Newsletters, templates and autoresponders all include full support for adding and sending attachments.

**Import subscribers from an existing database.** Simply supply the database; we take care of the importing.

**Notification via email.** Be notified via email when someone joins or leaves a mailing list.