



PromoSender: Manage email campaigns for your subsidiaries, dealers and resellers.

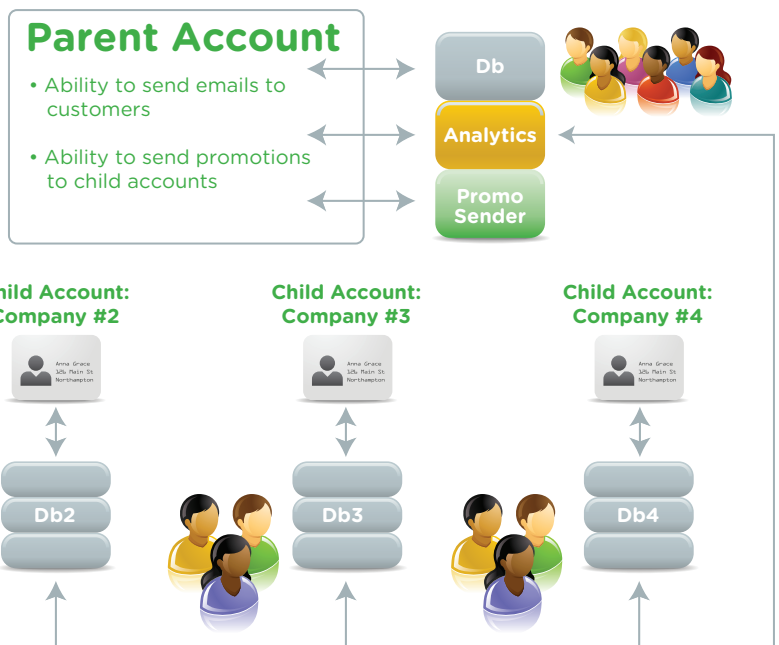
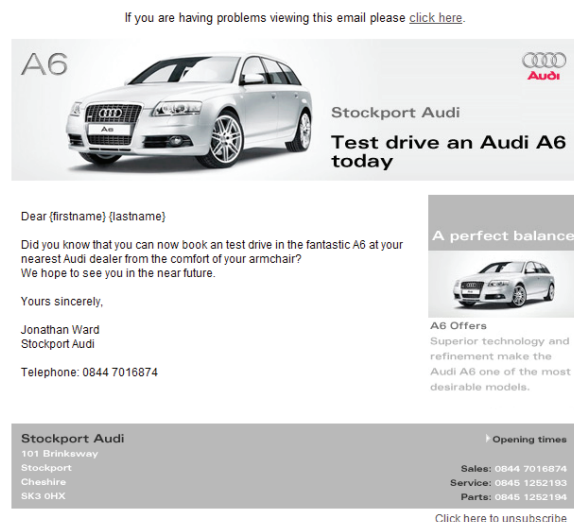


Email Marketing is the best way to deliver your message whether to a business customer or to a consumer. Truly effective email marketing involves developing a relationship with your customers and delivering personalised, relevant and targeted emails, improving open and action rates.

Ackura PromoSender is an email marketing tool with a difference. Not only can it help you create, deliver and monitor effective email campaigns directly to a customer database, it can also help you provide customizable email marketing promotions to subsidiary or partner organizations such as dealers or resellers and allow you to track the success of these campaigns.

As well as all the functionality you can expect from a great email tool such as Ackura's MessageSender, PromoSender allows the parent organisations to create and manage child accounts and send them customizable promotions to aid their email marketing campaigns while maintaining brand consistency.

Ackura PromoSender allows the creation of multiple email marketing accounts while maintaining a balance of control and data integrity.



PromoSender Features: For both the Parent and Child PromoSender accounts

Create your own branded email campaigns:

- Create attractive branded emails with our easy to use HTML email builder
- Customise content for e-promotions, e-newsletters etc
- Multiple language character sets are supported (UTF 8)
- Send emails in HTML and Text
- Easily manage unsubscribe, view in browser and send-to-friend links
- Schedule email campaigns
- Manage your mailing lists
 - Add unlimited subscribers
 - Upload your own mailing lists from CSV files
- Allow recipients to unsubscribe or manage their subscriptions
- Easily search and manage recipients based on behaviour
- Apply and search by custom fields

Uploading and managing email recipients couldn't be easier. When uploading recipients from a CSV you can include as much information as you require by adding custom fields. You can also add these fields to the searchable data if required.

“Intelligent uploading” means that Message Sender will automatically try to match up your existing fields to the columns in your CSV, and ask you to confirm before upload. There are also options for updating or replacing duplicated email addresses. Allow users of your site to subscribe to your email lists using our hosted web forms. These can be easily branded to your specifications.

Track your email responses:

- Manage bounced emails
- Analyse email statistics
- Track who opens emails
- Track the click-throughs

Ackura PromoSender provides all the statistics you would expect from a great email marketing system, presented in an easy to analyse summary report.

Additionally, by using the advanced search you can pull up recipients on a wide range of criteria, including behavioural history such as opening a particular email or even clicking a particular link. Recipients showing up in search results can be exported to CSV or added to existing or new groups for follow up emails. This makes it easier to deliver personalized, relevant and targeted messages to your database, improving open & action rates.

For the Parent organisation

- Create attractive branded email designs and templates with our easy to use email builder. The DWP can then distribute these promotions to the dealer network (Child) via the system.
- Set up an email application for a Child user such that it will then be able to create and send HTML emails to its own database starting from a standard set of templates and designs, which can be customized to suit.
- Utilise the system for your own email marketing campaigns
- Send customisable promotion templates to Child users which they can then utilise for their own email marketing campaigns. You can control the extent to which these promotions can be customised by the Child organisations. You can also control how long these promotions are made available to Child users and to which groups the promotions are made available.

This makes it easy to manage centrally approved messages and promotions to subsidiary users.

- Allow each Child user to utilize its own customer database which is secure and inaccessible by any other participant organisation (including the Main User).
- As the Main User, you will be able to track all Child user mailing activity (not including access to recipient data) to allow you to keep track of the number of emails sent by Child users, either for feedback or invoice purposes.

For child accounts

Child account users have all the features available in the MessageSender application. In addition:

- Child accounts can customise promotions sent to them by Parent organisations by adding their own logo, amending content and pricing for e-promotions or e-newsletters for example.
- Child accounts upload their own customer opted-in email databases securely:
- Add unlimited email subscribers
- Upload mailing lists from CSV files
- Manage opt in and opt out subscriber requests
- Child accounts can send out their customised promotions in HTML and Text emails.

Recipient databases are kept separate and secure ensuring all user tiers conform to ethical email marketing guidelines and, crucially, the data protection act.

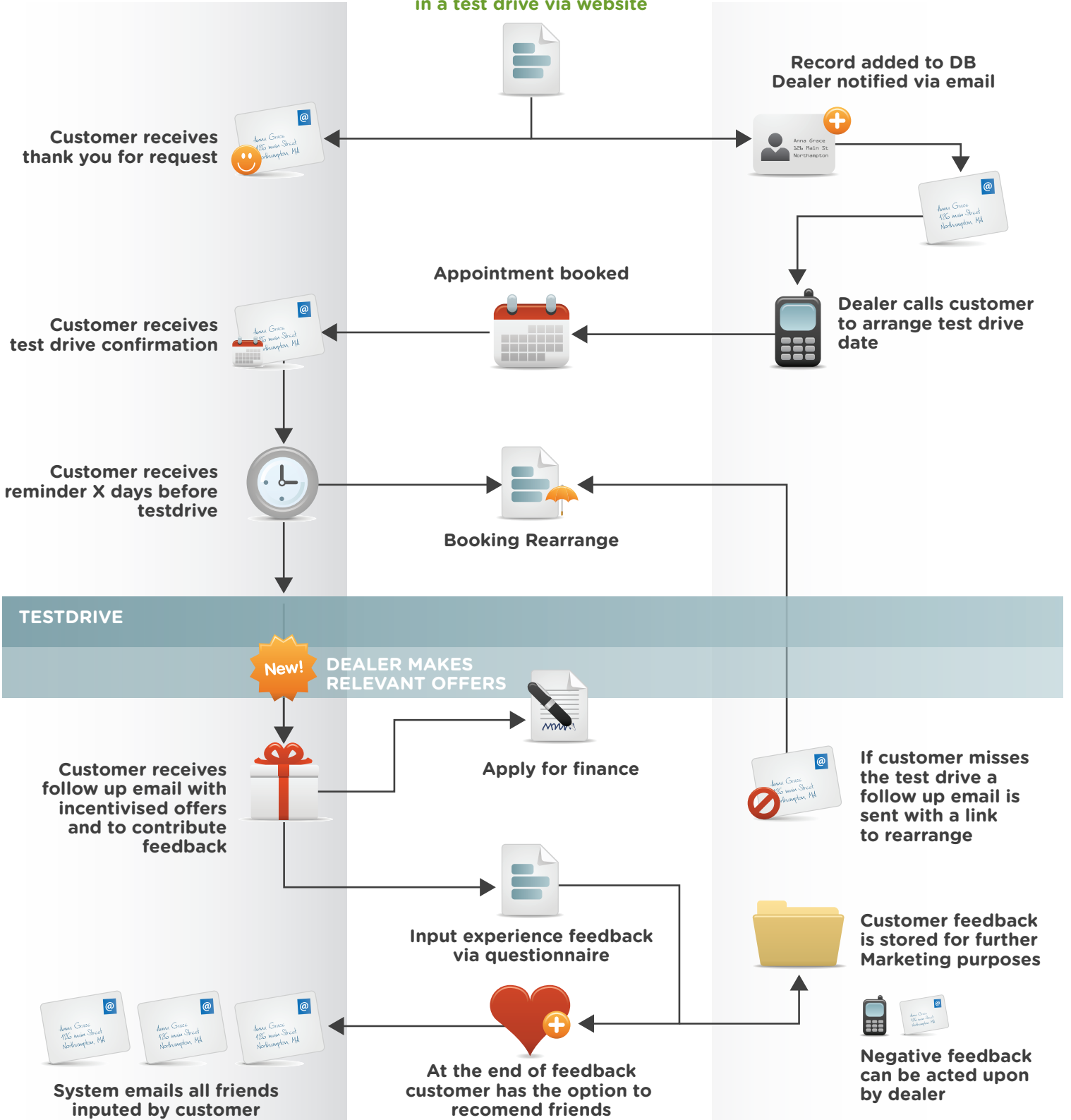


How PromoSender fits into your sales process

Customer

Dealer

Customer expresses interest in a test drive via website



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ackura

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