

Email Marketing Features

Interspire Email Marketer is a true all-in-one communications platform and includes everything you need to create, send and track professional HTML emails, autoresponders, surveys, events, contacts and more. It is fully-featured email marketing software which has been developed by marketing experts and includes the following useful features:



Email Design Features

Email Templates



Choose from dozens of beautiful, industry-specific email templates to get started creating your email.

Upload or Import Content

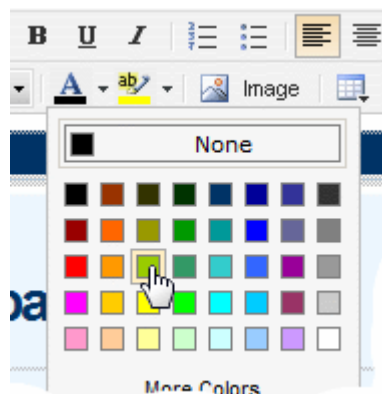
As well as using the WYSIWYG editor, you can upload your existing email campaign from your computer or import it from a web page.

Design Once, Please Many

Our templates have been tested to work in all popular email clients

Easy WYSIWYG Editing

Use the built-in WYSIWYG editor to make changes to your email campaigns. You can format text, upload and insert images, add links and more.



Popup and Inbox Previews

See exactly how your email will look before you send it. You can view a preview in your web browser or even email it to yourself.

Use Your Existing Template

There's no need to design

Email Personalization

Personalize your email with two clicks using custom fields such as first name, age or company name. It works the same as a mail merge in Microsoft Word!



Advanced HTML Editing

Advanced users have full access to customize the HTML of their email campaigns, right from the WYSIWYG editor's "source" tab.

RSS Archive of Sent Emails

Interspire Email Marketer automatically creates an RSS archive of emails you send, making it easy for you to display the archive on your website or anywhere

(including Yahoo, Hotmail, Gmail and Outlook), meaning your contacts see your email message exactly as you intend it to be seen.

Easily Upload Images

Upload as many images as you like into your email campaigns. Unlimited free image hosting is included with every account.

your email template from scratch. You can upload or copy+paste your existing template (with images) into Interspire Email Marketer in just a few seconds.

that supports RSS.

Anchor Links

Anchors allow you to insert a link from one section of your email campaign to another, such as from the table of contents to a paragraph further down in the email.

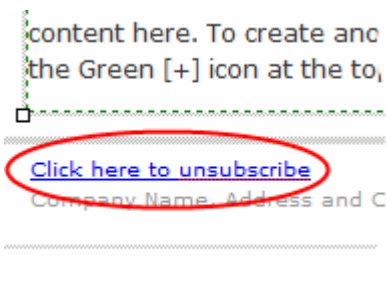


Email Campaign Features

Easy, Automatic Unsubscribes

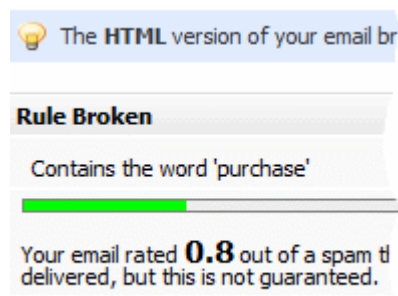
The "Insert Unsubscribe Link" button makes it easy to add an unsubscribe link to your email campaign, which is required by law in most countries.

Also, all unsubscribe requests are processed for you automatically giving you and your subscribers peace of mind.



Campaign Optimization Tips

Free, Built-In Spam Checking



Your email is analyzed for known spam keywords and the spam report shows you exactly what needs to be changed, ensuring your email is delivered to as many of your subscriber's inboxes (and not junk mail folder) as possible.

Forward to a Friend Link

Encourage subscribers to share your email by

Dynamic Content Blocks

Dynamic content blocks allow you to personalize a section of your email message based on custom field values. For example, if the subscriber's hobby is golf, you can show a golf ball. If it's hockey, you can show a hockey stick, etc.

Automatic Inbox Preview

For maximum impact and click thrus it's important that your email looks the same in all of the popular email clients, which isn't always easy.

Luckily Interspire Email Marketer's inbox preview tool shows how your email will look in all of the popular email clients (Yahoo, Gmail, Hotmail, Outlook, etc).

Right from Big Commerce you can view tips, tricks and advice to make sure your email campaign is optimized before sending. Learn how to improve subject lines, what time works best for sending and more.

Automatic Bounce Handling

Bounced emails (both soft and hard) are processed and removed from your list for you automatically, meaning your list is always clean.

You can also export a list of which email addresses bounced and see both soft and hard bounce details.

Upload & Send Attachments

The software includes full support for uploading and sending attachments along with your emails.

Embed Images As Attachments

When sending a campaign you have the option to embed images as attachments, meaning your email can be viewed (once downloaded) without an internet connection.

including a "forward to a friend" link in your email. You can even see a report on who forwarded your email to a friend and when!



No Duplicate Emails - Ever

You never have to worry about duplicate emails with Interspire Email Marketer. We guarantee you'll never find a duplicate email address in your list.

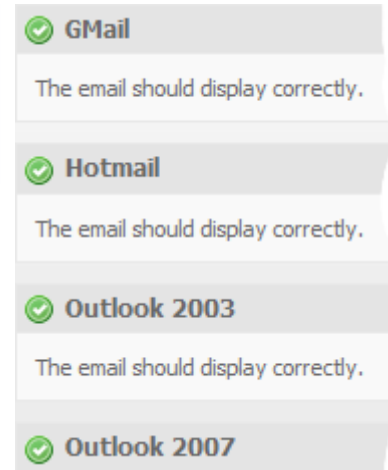
Send Now or Later

With full support for scheduled sending, you can blast your email out immediately or schedule it to go out at a later more convenient time.

Send to Multiple Lists at Once

Easily send your email campaign to multiple contact lists in one send. Duplicate emails are removed automatically before sending.

If something is found to be out of place, you're shown exactly what to change to ensure maximum inbox compatibility.



HTML, Text or Both (Multipart)

Create beautiful HTML emails, informative text emails or both using the integrated campaign editor. Multipart emails are sent as HTML and text and your subscriber's email client will show whichever version it supports best.

CAPTCHA Form Support

Eliminate automated submissions from your website signup form by enabling CAPTCHA form support.

Pause & Resume Sending

From the "Scheduled Emails" page you can see a list of emails waiting to send and you can even pause and

resume emails that have started sending.

Autoresponder Features

Create Multiple Autoresponders

Autoresponders are emails which get sent to a contact after they've been on your list for a certain time, such as 24 hours or 2 weeks.

Interspire Email Marketer allows you to create multiple, sequential autoresponder emails for each of your contact lists.

Name ↕	Sent ↕
Message #1	Immediately after signup
Message #2	24 hours after signup
Message #3	48 hours after signup
Message #4	168 hours after signup
Message #5	672 hours after signup

Filter the Recipient List

You can assign an autoresponder to your entire list or only a portion of it, such as those in New York with under 10 employees or leads from last week's trade show who have ticked the "Send me more information" box on your signup form.

This means you can assign multiple autoresponders to one list based on custom filters instead of separating your contacts across multiple lists.

HTML, Text or Both (Multipart)

Create beautiful HTML emails, informative text emails or both using the integrated campaign editor. Multipart autoresponders are sent as HTML and text and your subscriber's email client will show whichever version it supports best.

Open/Link/Unsubscribe Reporting

Just like email campaign statistics you can see who opened your autoresponder, which links they clicked on and more, including unsubscribe and bounce reports.

Statistics Snapshot	
Email Subject	<u>Attend a free</u>
Contact List	Trade show le
Sent To	15,628
Sent When	48 hours afte
Created By	<u>Michael Citizer</u>
Opened	<u>4,302 Total O</u>
Bounced	31



Advanced Email Marketing Features

Split Testing

Find out which of your email campaigns performs the best based on open rates and click-thru rates with split testing.

You can even run a split test on a small portion of your list and send the winning email to the rest of your list automatically after a predefined period of time!

Unlike other email marketing software which limits you to A/B split testing, you can test unlimited variations in a single split test.

Triggers

Put your follow up tasks on autopilot with triggers. Send birthday and anniversary reminder or promotion emails, move contacts between lists when they open your email or click a link and a whole lot more!

With triggers you can:

- Send recurring emails based on a date such as a birthday
- Add contacts to new lists based on events (such as

Create A Split Test
A split test allows you to send different versions of an email campaign and see which performed better.

Save And Send Save And Exit Cancel

Split Test Settings

- Give Your Split Test a Name: 20% off promotion test
(Such as '20% off promo split test'. The name is for your reference only)
- Choose Which Emails to Send:
 - 20% Off Promotion A
 - 20% Off Promotion B
 - 20% Off Promotion C
 - 20% Off Promotion D
- Choose a Winner Based on: Number of people who open the email
- The Kind of Test to Run?
 - Find a winning email and show me the results
• Your emails will be sent in equal groups to your entire list
• You can then view the best performing email from the split test statistics page
 - Find a winning email then send it to my list automatically
• Emails will be sent in equal groups to 10% of your list
• The best performing email will then be sent to the rest of your list 8 hours
• Results of the split test can be viewed from the split test statistics page

Edit a Trigger
A trigger activates an action when a specific event occurs, such as sending a birthday email on a contacts birth

Save Cancel

General Settings Sending Options

Trigger Details

- Name Your Trigger: Birthday reminder email
(Such as 'birthday discount trigger'. The name is for your referer)
- Activate This Trigger:
 - Based on a contact's date field
 - Newsletter Subscribers
 - Birthday
 - Based on a specific date
 - Based on a link being clicked
 - Based on a email campaign being opened
- Trigger The Actions: Before 1 day(s) Before Every anniversary
- When Triggered:
 - Send an email campaign
 - Interspire 20% off Promotion
 - Add the contact to an additional contact list
 - Remove the contact from the contact list that they are in
- Is Trigger Active?: Yes, this trigger is active

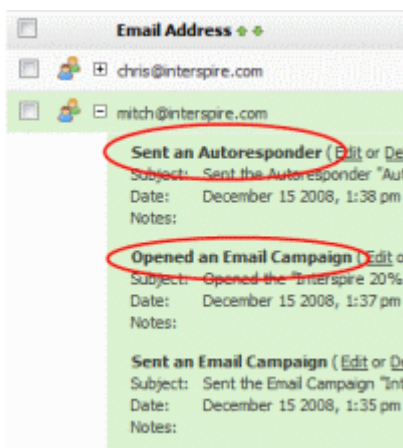
opening an email
or clicking a
specific link)

- Remove contacts from the list they are on based on an event
- Add/remove a contact from a list on a date in the future

Automatic Event Logging

Every time a contact in your list receives and opens an email campaign or autoresponder, or when they click a link in your email, that action is logged automatically under their contact profile.

You can see a complete history of every email they've received, which links they clicked and when they opened your emails.



Manual Event Logging

The 'Log an Event' form has the following fields:

- Event Type: Phone Call
- Subject: Re: Purchasing IEM 5.
- Date: 16/12/2008
- Notes: Called John to discuss p

Using the built-in event logging system you can quickly and easily log events such as phone calls and meetings next to contacts in your list.

Each user can define their own event types and follow up reminders can be added through the software automatically to your Google Calendar if enabled.

Google Calendar Integration

Interspire Email Marketer has full support for your Google calendar. Easily add follow up reminders to your Google Calendar simply by clicking the "Add to Google Calendar" icon next to any date field when editing a contact's details.

Add to Google Calendar

Fill out the form below to add an event

What: Follow Up Regarding Pur

When: 16/12/2008 5

Where: Office

Description: Follow Up
http://www.mywebsite.c

Save Ca

Surveys & Feedback Forms NEW!

Use the drag & drop editor to quickly create a completely customized survey then link to it in your email or autoresponder and blast it out to your list. Responses are collected and can be analyzed, browsed and exported to Microsoft Excel for further processing.

Create a Survey

Drag fields from the left to right below to build your survey. You can add a link to your survey when

Save & Continue Save & Exit Cancel

Survey Designer Survey Settings

- Single Line of Text
- Paragraph of Text
- List of Radio Buttons
- List of Checkboxes

Customer Feedback Survey

Please tell us what you think of our software using the

* What is your name?

Click here to enter your optional help text



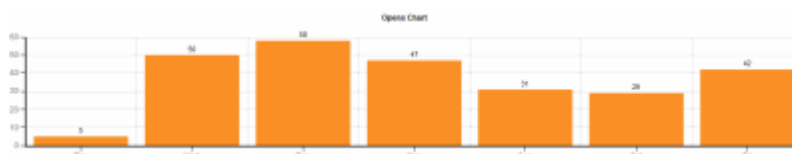
Statistics & Reporting

Email Open Reporting

You've created and sent the perfect email campaign, but how many people opened it and when? Interspire Email Marketer tells you this and more.

From the statistics tab you can see exactly who opened your email and when. View the data as a visually appealing bar chart or as a data table with more detail.

You can view the open rate report for the last 7 days, last 30 days, last year or even a custom date range.



Email Address	Date Opened	Opened Email As
customer1@email.com	November 26 2008, 10:22 pm	HTML Email
customer2@email.com	November 26 2008, 9:28 pm	HTML Email
customer3@email.com	November 26 2008, 7:53 pm	HTML Email
customer4@email.com	November 26 2008, 7:51 pm	HTML Email

Link Click Tracking

See which links were clicked, by who and when. Your sales team can follow up with leads who've shown interest in your products by clicking a link in your email. Talk about making contact at the right time!

Email Address ↑ ↓	Link Clicked ↑ ↓	Click Time ↑
customer1@email.com	http://www.yoursite.com/products/	November 25
customer2@email.com	http://www.yoursite.com	November 23
customer3@email.com	http://www.yoursite.com/pricing/	November 25
ispin@state.com	http://www.interoia.com/	Novemb

Google Analytics Integration

As you're sending an email campaign you can type in your Google Analytics details and a tracking code will be added to all links in your email, giving you full integration for number of visits, goals and e-commerce conversions for that campaign.

Yes, track all links in this email campaign

Track with Google Analytics

* Use this Campaign Name:
November Promo

* Use this Source Name:
Newsletter

Email Bounce Tracking

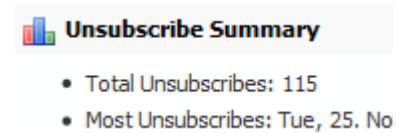
Bounces are handled for you automatically and you can view reports showing which email addresses bounced, when and why, with an exact error message from the email provider, such as "Email address doesn't exist".

Bounce Type ↑ ↓	Bounce Rule
Soft Bounce	Problem with re
Hard Bounce	Email Address c
Soft Bounce	Problem with r
Soft Bounce	Over Quota
Soft Bounce	Over Quota
Soft B	Problem with

Unsubscribe Reporting

See unsubscribe statistics for each email campaign you send, either for a specific date or over time.

You can view the details of everyone who unsubscribed and see the unsubscribe rate relative to open and bounce rates.



Forward to a Friend

See how viral your email campaign really is with complete details of who forwarded your email to a friend and when.



Contact Management Features

Full List Management

You'll always be compliant with spam laws and best practices thanks to Interspire Email Marketer's automatic handling of opt-ins, unsubscribe requests and bounced email cleaning.

Add or Import Contacts

Type in contacts details one by one or even import existing contacts from Microsoft Excel, Outlook or a CSV file.

Website Signup Forms

Easily create customized signup forms with your company's color scheme to add to your website.

Unlimited Custom Fields

Create multiple custom fields to store additional information about contacts such as location, interests, last name, phone number and more.

You can then add custom fields into your email campaigns to personalize them, similar to a mail merge in Microsoft Word.

Create Multiple Contact Lists

Create as many contact lists as you need, allowing you to group contacts based on type or lead source, such as "newsletter subscribers" and "sales leads".

<input type="checkbox"/>	Newsletter list (1,504 active confir
<input type="checkbox"/>	Customer list (820 active confir
<input type="checkbox"/>	Trade show leads (72 active confir
<input type="checkbox"/>	Product demo leads (932 active co
<input type="checkbox"/>	Partners list (32 active confirmed cc

Double Opt-In Confirmation

Keep your list clean and follow best practices by requiring new subscribers to click a link in an email (generated and sent automatically) to verify they want to join your list.

Modify Subscription Details

Each contact on your list can modify the details of their subscription, such as email address, first name, preferences and more.

Bulk Remove Contacts

Remove large groups of contacts from your list by typing in their email

One-Click Unsubscribe Links

Automatic unsubscribe links in your emails give subscribers peace of mind and help you more than comply with CAN-spam laws.

Powerful List Segmentation

Filter contacts across multiple lists based on common attributes such as location or interests and send emails to each segment.

Segment Rules		
* Filter Contacts	Birthday ▼	is aft
	Country ▼	is
	Email Add ▼	is

"Do Not Mail" List

The built-in email suppression tool allows you to keep lists a list of contacts who shouldn't (and won't) be sent your emails under any circumstance.

Customizable Contact Views

When viewing your contact list in "grid mode" you can choose which of the contact's details appear in the grid, giving you the details you need quickly.

Custom Field Details

* Custom Field Type: Text Field - A
 Multiline Text
 Numbers Only
 Pick List - Allow
 Checkboxes - A
 Radio Buttons
 Date Field - A

addresses or uploading a file.

You can remove contacts permanently or mark them as unsubscribed so they won't receive any new emails you send out.

Birthday
 Country
 Current Customer?
 First Name
 Last Name
 Sex

CAN-Spam Compliance Features

One Click Unsubscribes

The "Insert Unsubscribe Link" button makes it easy to add an unsubscribe link to your email campaign, which is required by law in most countries.

Also, all unsubscribe requests are processed for you automatically giving you and your subscribers peace of mind.

Automatic Bounce Handling

Bounced emails (both soft and hard) are processed and removed from your list for you automatically, meaning your list is always clean.

You can also export a list of which email addresses bounced and see both soft and hard bounce details.

Contact Details in Footer

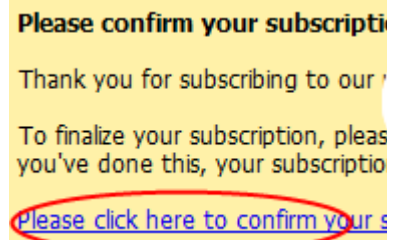
Interspire Email Marketer allows you to enter your complete company contact details which can be added to the footer of every email you send. This helps subscribers remember who you are and why they joined your list, and reduces the chance of your email being marked as spam.

"Do Not Mail" List

The built-in email suppression tool allows you to keep lists a list of contacts who shouldn't (and won't) be sent your emails under any circumstance.

Double Opt-In Confirmation

Keep your list clean and follow best practices by requiring new subscribers to click a link in an email (generated and sent automatically) to verify they want to join your list.



Digital Agency Features

100% Private Label Software

Digital agencies and web designers with clients will be glad to know that it takes just a few minutes to private label every aspect of the software, including logo and "powered by" text. The [private label guide](#) has everything you need to know.

Multiple User Accounts

Each user has its own lists, autoresponders, contacts, etc, as well as its own permissions which you can configure.

Email Speed Throttling

Limit email speed for each user. Impose limits on emails per hour, month and total number of emails able to be sent.

Restrict Number of Lists

You can impose a limit on how many contact lists a user can create or even stop them from being able to create new lists at all.

Integrated XML API

The powerful [XML API](#) can be used to add and remove contacts to/from a

Per-User SMTP Settings

Optional per-user SMTP settings allow you to specify which mail server should be used to send their email campaigns. If no SMTP settings are specified the default mail server will be used.

Integration With SMTP.com

If you have multiple clients but don't have your own SMTP mail server then you'll appreciate our partnership with [SMTP.com](#) which gives you an affordable, fully managed mail server to use when sending your clients email campaigns.

Open Source PHP Code

Source code (excluding license validation) is unencrypted and can be modified as required.

Per-User Email Templates

You can create and upload custom email templates for each user and these templates will not be visible to other users when they login.

Per-User Statistics

Each user has access to their own statistics area where they can view, print and export reports such as email opens, click tracing and more.

250 Page User Guide

The private label user guide comes in at 250 pages and explains all features found in the software. It also includes a comprehensive "Getting Started" guide which even the most non-technical clients can use to create, send and track their first email campaign.

500+ How To Guides

The "Help" link inside the software links straight to ViewKB.com - our private label knowledge base which contains over 500 how to guides and answers to common email marketing questions.

1. [What is an Autoresponder?](#)
2. [My contacts aren't receiving](#)
3. [Can I automatically send ou](#)
4. [Is it possible to send a rem](#)

Control Scheduled Tasks

Browser-based support for

list, retrieve and update contact details, check if a contact is on a list and much more.

Scales Incredibly Well

The software can handle thousands of users sending millions of emails and autoresponders simultaneously thanks to an architecture planned from the ground up to support multiple users.

"My Account" Page

Your users can modify their own details including password and contact information.

Per-User Time Zone Support

Server times are converted to user's local time zone making it easy to workout dates and times when scheduling email campaigns.

managing the execution of scheduling tasks (such as autoresponders or bounce processing) means no fooling with the command-line.

Publish a System Message

Add a message to the home screen for all users (such as a "down for maintenance" message) from your web browser.