



You probably have a few questions as you shop for the email marketing service that's perfect for you: **Is it easy to use? How can you manage your mailing list? What options does it give you for creating content? Does it have the reports you need?** This PDF is designed to answer these questions and more. Let's get started with this question:

Why should you use Delivra as your email marketing software?

- 1. Delivra makes it easy to create, send and track emails.**
Delivra makes it possible for *anyone* to succeed with email marketing, from people with no technical background to others highly trained in programming and design.
- 2. Delivra gives you the information you need to create a successful campaign.**
Our analytics and detailed reports let you know what's working and what you can improve, so you can make changes even in the midst of a campaign.
- 3. Delivra is more than just software – there's a knowledgeable, personal staff behind it, and behind you.**
Our account managers give unparalleled service so our customers' email marketing campaigns are highly successful.
- 4. Delivra is flexible enough to work with small businesses and larger agencies.**
Delivra works both with end users – companies, colleges, nonprofit organizations – and with advertising agencies that have their own clients.
- 5. So how does it work?**
We're glad you asked. The rest of this document outlines Delivra's key features so you can see for yourself how Delivra will work for you.

MEMBER LIST

Your member list is a powerful resource – we'll help you tap into it.

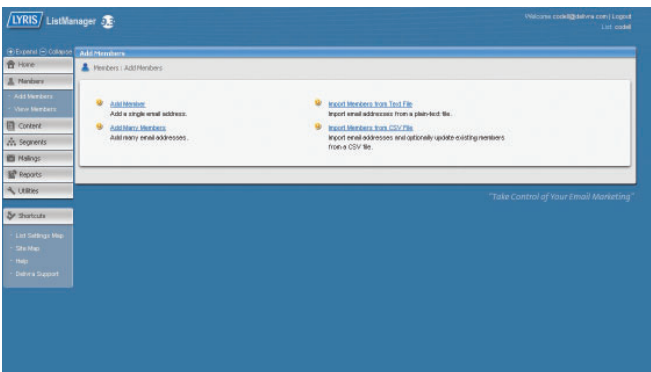
Building your member database is the foundation of your email marketing program. With Delivra you can add members one at a time or in batches. We also help you manage the details of each member. You have options – all of which are easy to use.

Managing member lists large and small.

Member information, including demographic data, can also be imported directly from your current database. Delivra lets you import either text or csv files. The upload process is a fast way to get a large block of data into your email marketing system.

Target your email efforts with ease.

Within each of your lists you may also create Segments which let you target a smaller group with a specific message. You can create Segments based on information stored in your database (for example, everyone with a certain title or people in a specific location) or you can copy and paste email addresses to create a special segment.



CREATING EMAILS

Delivra makes it easy to create professional, effective emails.

You can upload your own custom templates or get started with our extensive list. We have a set of ready-made templates to help you create

- Newsletters
- Announcements
- Seasonal or holiday mailings

Delivra also provides blank templates that help you organize your content so that your communication is easy to read and does the best possible job highlighting your message.

Use our templates to get you started.

If you know how to use word processing software you already know how to use Delivra's email editor. Open your template, click your mouse in an area and start typing. You can include your company's brand in our templates and use pictures to give the email your own look and feel. In mere minutes you're on your way to starting a professional, effective email campaign.

Create your own media library to use in all email campaigns.

Your emails will likely have some common elements – logos, images, your company information. Delivra gives you places to store these items to help you use your time wisely. You can insert images or standard information without having to upload them time and again.

SENDING EMAILS

A snapshot of all your email marketing activity.

From the minute you log in to Delivra you've got an activity overview. You'll see what mailings have occurred, how they've performed, and a brief overview of your member database. **We give you the information so you can take control over your email marketing activities.**

Sending emails successfully.

When it comes time to send your email, Delivra walks you through the process tab by tab.

- **Select recipients** by list, list segment or based on activity from a previous email.
- Tap into Delivra's **tracking options** to help you better judge the success of your campaign.
- Use Delivra's **powerful EmailAdvisor** service to monitor the deliverability of your message – things like knowing if your content is likely to trigger any spam filters. We can help you determine the likelihood of your message getting to your audience before you even send it – and tell you how to fix any problems.
- **Schedule your email** – including resends – from one screen.
- Make sure **your message can be read in different countries** with different email systems.

Managing work flow: Helping your team work together.

Sometimes you'll want an email to **go through an approval process before it is sent**. When creating that message you can choose to save it for approval. The reviewer can read the message, schedule it for testing or place it in the queue for distribution. Delivra helps your team work together when creating an email marketing campaign.

Flexibility in how your emails work for you.

Delivra gives you the ability to send emails as independent pieces or linked together as part of an overall campaign. Either way – you'll have a quick view of what has been created and all of its details.



Another way to help your team work together efficiently and monitor your planned email activity so you're not repeating efforts.

Monitoring email status.

Sometimes it's all about control. What mailings are you sending this week? What mailings went out last month? What emails are in the queue now? **Delivra's Mailing Status center** lets you easily review your mailing activity, including the success rate of each piece.

Creating a variety of emails.

Special tools enable you to create many types of emails beyond e-newsletters and announcements.

- **Survey Builder** – find out what's important to your list members to more effectively speak to them in the future.
- **Form Builder** – Send a form for event registration and follow up with acceptance emails.
- **Landing Page Builder** – Create a special web page that's hosted at Delivra to archive articles, jump to longer articles or link to surveys.

REPORTS

Your emails are talking to you – are you listening?

Email marketing efforts can tell you a lot about your prospects. What information causes them to take action? How solid is your email list? How many new people are being added to your database?

Delivra tracks a wealth of information about each and every email you send out.

We give you literally hundreds of reports so that you can fine tune your efforts and make your email marketing campaigns more successful. Keep tabs on one aspect or many – our easy-to-read reports are ready and waiting.

Overview reports for a quick view of results.

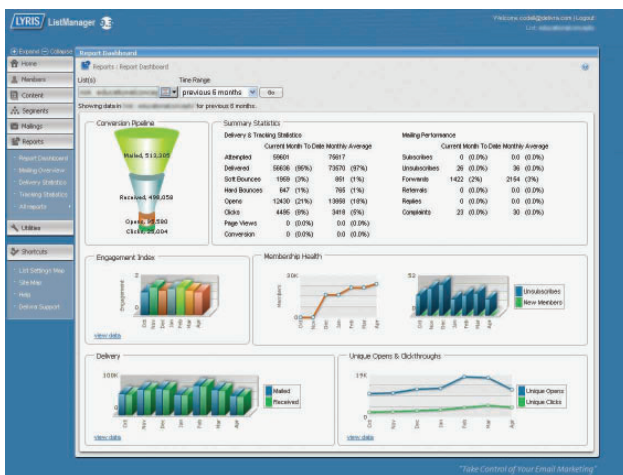
The Mailing Overview screen gives you a top level view of how an individual email worked. From here you can monitor the

Deliverability – who got it, how many bounced back, and more

Opens – what percent opened the email upon receipt

Membership changes – did the email result in new subscriptions or unsubscriptions

Click-throughs – if your email contained links, were they clicked? Which ones were clicked most often?



Go green and save greenbacks! Using email instead of snail mail saves paper and ink, as well as printing and postage. And that saves you money too!

Need more detail? Click on any element on this screen to see an in-depth report.

And users of our “clickstream” service can even see purchase behavior and which pages of your website were most visited.

Reports on every aspect of your email. Even a few you're not thinking about.

One of Delivra's biggest strengths is the depth of its reports. You can review:

Mailings: Email delivery rates, click-throughs, opens and clickstreams.

Members: Who is on your lists and what's happening with them.

Website: How your members are using your website.

Purchases: Sales revenue by units, rates, demographics, and more.

Surveys: Survey responses from members and website visitors.

Map: Map of all charts and reports.

Custom Charts: Build and run custom charts.

The more you know, the more successful your email marketing efforts will be.

Delivra's reports are easy-to-read and filled with the information your team needs to make the most of your emails.

SERVICES

Your account manager wants to make you look good.

When you choose Delivra as your email marketing company, you get more than top-notch software. You also get an experienced, knowledgeable account manager who comes with it. This person, who works right here in our Indianapolis office, will be your point person whenever you have a question...no worries about needing to explain the same issue over and over to whoever happens to answer the phone that day. As long as you have an account with us, you will have your account manager at your service.

How often will you need your account manager?

It depends. It's quite possible that after you have your initial training and a few mailings under your belt that you won't need much support. However, you may have questions about these types of issues:

- Technical support
- Database administration
- Customization
- Deliverability
- Design and production

Other services available to help you succeed.

In addition to your account manager, you have many other service departments ready to help you as needed.

- **Tech Support** – to give answers to your questions about formatting, how to make things work, troubleshooting when emails don't go through correctly
- **Creative Services** – to provide professional design for your email templates
- **EmailAdvisor System** – to improve open rate and deliverability of your emails
- **Deliverability** – a full-time staff working to achieve excellent deliverability rate for our customers
- **Data Security** – 24/7 surveillance ensures the security of all of your data
- **Integration** – the help you need to make your programs work together
- **Strategy** – advice on when and how to send emails, not just the tools to create them
- **Customization** – software written to meet your unique needs
- **API Accounts** – for customers with skilled developers on staff



24/7 video surveillance ensures security of your data.

READY TO GET STARTED WITH DELIVRA?

We take a personal approach to service, so give us a call at 866-915-9465 to speak with your account representative. We'll walk you through a tour and determine the ways Delivra can best fit into your email marketing plan. Or if you would rather have us call you, please fill out the contact us form.