



inMailBox

A Hosted Email Marketing Solution

Powerful Email Marketing

Introduction

The power of email marketing has made it a key element for most companies in North America. This rise in the use of email as a marketing tactic has been accompanied by a growth in complexity. The proliferation of untargeted, untested unwanted emails in virtually everyone's mail box has reduced open and response rates and driven the need for a more sophisticated approach. Increasingly, success is found in the careful creation and tuning of campaigns so that they provide real value to each subscriber.

We designed inMailBox from the ground up to give professional marketers the ability to deliver deeply customized campaigns, quickly and cost-effectively.

inMailbox empowers you to create and manage your own e-mail campaigns. Quick and easy to use, the software features everything you need to create and deploy a simple mass e-mail: from list management utilities, to design tools, to advanced real-time reporting.

Solution

Email marketing allows professional marketers to lower their costs of communicating with customers and prospects. Your return on investment, reach and effectiveness can be measured almost instantly.

inMailBox allows you to take advantage of these benefits, offering a hosted solution with a simple interface. No html knowledge is required to create and deliver rich, personalized html messages to your audience. You can manage your mailing lists, subscribes and un-subscribes simply within the tool helping you to remain compliant with the latest privacy laws.

As a hosted solution there is no software to install. No hardware to manage. No technology headaches to worry about. The flexibility of a hosted solution allows you buy only what you need. You are not buying hardware or software so there are no upfront capital costs to absorb, just a simple solution that you pay for as you use it.

We are email experts and offer this as a self service, full service or hybrid offering. You choose how you want to control your email campaigns.

Contact us for a demo of the solution and see how it could benefit you.

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Feature List

Multi-campaign Management

With inMailbox, it's possible to develop several campaigns at the same time. Campaigns can be run in multiple languages or can be tweaked to suit the needs of a particular segment of your mailing list.

Permissions and Workflow Processes

inMailbox administrators can define a user's level of access in the system. For example, certain editors may have access rights to review and approve a campaign but not edit it.

Dynamic Email Messages

Each message sent can be customized on the fly based on subscriber data. Personalize the message so that it contains the recipient's name, or build rules to target the images a subscriber receives based on their location, gender or any other known field.

Campaign Scheduling

Campaigns can be scheduled in advance for deployment at any time.

Templates and WYSIWYG Editing

Templates can be created for regular use. Content and design can be edited in a "What-you-see-is-what-you-get" (WYSIWYG) mode or in the HTML code view. Personalized content can be incorporated into the e-mail with the click of a button.

List Segmentation, Management and Hygiene

Lists can be segmented on multiple user-defined fields. For example, it's possible to create a segment of users whose name begins with "A" and who has subscribed using a Hotmail account. Unsubscribes and hard bounce-backs are removed from the mailing list automatically.

Reports

inMailbox automatically provides a statistical breakdown of all user-triggered events – open rates, click-throughs, unsubscribes etc. Campaigns statistics can also be compared; allowing administrators to identify relative successes. Finally, inMailbox can identify correlations between a response to an e-mail with online events such as sales from an e-commerce site (sell-throughs).

