

# ListManager 15

## *Inspiration Edition*

### Inspiring You to be the Best Email Marketer You Can Be

Now in its 15th iteration, ListManager just keeps getting better! The new version includes a super easy drag- and-drop email creator tool, which allows anyone to craft compelling responsive email campaigns. The major platform upgrade also includes powerful new segmenting and tracking tools, and includes complete tracking of a lifetime of engagement data for new subscribers. Version 15 is truly the best iteration of ListManager yet.

### Productivity Improvements

#### Streamlined Interface

ListManager 15 features an all-new simplified user experience. The redesigned interface with drag and drop template designer, makes it easier than ever to create and mail content to your subscribers.

#### Automatic Audience Segmentation

With 35 automated audience segments, creating targeted mailings are faster than ever before. This high level of segmentation means that you spend less time sorting and more time generating results.

#### One-Click List Optimization

Spend more time mailing to your list and less time formatting spreadsheets with our updated contact upload tool. With ListBuddy included, your list is quickly optimized in the background, improving your deliverability without any additional steps.

#### Advanced API Integrations

ListManager integrates with most CRM and ERP systems to keep track of campaign spend and results.

### Powerful Data Analytics & Reporting

#### Access More Data Than Ever Before

No other ESP can match the amount of data users can access from ListManager 15. See detailed information regarding delivery rates, Inbox vs SPAM delivery, bounces, opens, click-through rates, and so much more.

#### Unsurpassed Engagement Data & Reporting

Quickly determine the devices (mobile, desktop, tablet, etc.) and domains (gmail.com, outlook.com, local ISPs, etc.) your subscribers are using as well as their geolocation when they read your emails. This actionable data can then be used to mail specific email pieces to improve your content's deliverability and make your campaign even more profitable.

#### Emails That Make The Grade

The all-new monthly Executive Summary Report in ListManager 15 generates a campaign effectiveness letter grade, based on how well your emails perform. Receive information like list health, engagement prediction estimates, and month over month analysis; all reported through comprehensive charts and graphs.

## Simple & Dynamic Design Tools

### All-New Responsive Email Designer

With ListManager 15, you no longer need to know HTML to design engaging email templates. This drag and drop editor makes creating custom responsive emails quick and easy.

### Pre-installed HTML Responsive Templates

ListManager 15 features dozens of ready-to-use responsive templates including templates for Cyber Monday, Amazon Prime Day, and most major Holidays. Our templates make sure your content looks great, no matter which device your subscribers use.

### Data Query Tools

ListManager 15 includes new powerful data query tools, which allow the list administrator to target and send to specific segments of their subscriber list. For example, the email list administrator can now easily send to just highly engaged subscribers that have opened and read email in the last three months. The upgrades allow queries on last email opened, last email clicked on, total number of messages received, and more.

## Optional Upgrades & Professional Services

### Lifetime Engagement History

The upgrade includes complete tracking of a lifetime of engagement data for new email addresses added to your subscriber list. This helps you be a smarter marketer as you segment and target various levels of engaged subscribers.

### ListBuddy

Our advanced list validation technology improves your deliverability, eliminates bounces, and increases your ROI.

### Delivery Concierge Service

Our team setup and send individual mailings or manage entire campaigns, saving you time and staffing costs.

## Focused on Security & Our Clients

### Advanced Security Built-in

With the latest version of TLS (Transport Layer Security), ListManager provides highly secured web login sessions for secure connectivity to our email server.

### Secure Data Transfer

Rest assured that your subscriber's sensitive data is secured during every step of the way, from email creation to data analytics. Net Atlantic uses advanced encryption and SSL connections to keep your data secure.

### 100% U.S. Based Technical Support

Our friendly and knowledgeable technical support staff are available to help you should the need arise. The entire staff is proudly located in Salem, Massachusetts.

### Phone, Email, Chat - Talking to us is easy

Prefer talking on the phone? How about chat? No matter how you prefer to chat, our team is only a quick call, or click away.

### Incoming Data Migration Service

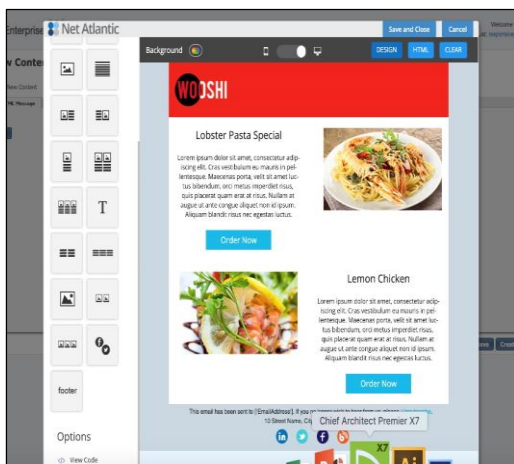
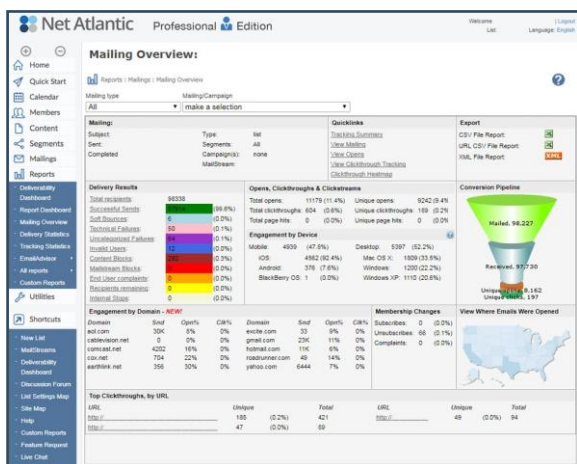
We'll take care of transferring your contact list, email templates, and engagement data (if available) from your previous ESP to ListManager making the transition seamless.

### Training Webinars

Training session with one of our product and delivery specialists to learn how to maximize your email results.

### Custom & Personalized Data Reports

Choose from one of our 12 base reports to customize for personal insights into your marketing campaigns.



ListManager 15 includes advanced data access (Left - Mailing Overview), an easy to use drag and drop responsive email designer (Middle), and a monthly Executive Summary Report with campaign statistics, predictive analysis and performance grade (right)