

Enterprise Edition Email Marketing

Get your campaigns under total control



AT A GLANCE

Net Atlantic's Enterprise Edition is a powerful feature-rich email messaging platform to send newsletters, transactional messages, updates, and promotional messages to your audience.

For advanced marketers and IT professionals, our Enterprise platform delivers reliable scalability, open database connectivity, A/B/n split testing, and broader segmentation to enhance your email marketing efforts.

BENEFITS

- Advanced Segmentation and Targeting**
 Send the right message, to the right person, at the right time to get the highest response rates and increase prospect and customer engagement.
- Rich Analytics and Data Visualizations**
 Monitor and analyze campaign performance via dashboards that provide at-a-glance views of key performance indicators.
- Automation and Real-Time Messaging**
 Integrate real-time message delivery through event-triggered campaigns and transactional email messages, determined by customer behaviors (i.e., cart abandons, purchases).
- Powerful Campaign Capabilities**
 Send transactional messages triggered via API from any system; and establish recency and frequency limits to prevent list fatigue
- Maximum Deliverability**
 Increase deliverability with sophisticated sending technology, smart bounce management, automated alerts, and proactive support.

Campaign Building

- A/B/N split-testing
- Email campaign automation using triggered and sequential mailings
- Recency and frequency limits to prevent list fatigue
- Ability to create segments based on demographic data
- Clickthrough and clickstream behavior segmentation
- Option to create, preview, save, and export segments
- Segmentation based on survey responses
- Powerful and versatile query builder
- Behavior-driven database updates
- Behavior-based mailings

Reporting and Tracking

- At a glance stats and trends on most recent mailing
- Results and trends dashboard
- Real-time mail queue analysis
- Custom chart builder
- HTML open detection/sniffer
- Clickthrough and clickstream tracking
- Refer-a-Friend functionality and tracking
- Forward tracking
- Online and offline purchase tracking & reporting

Data Analysis

- Open API (Application Program Interface)
- Automatic ODBC data synchronization
- Advanced message throttling
- DomainKeys Identified Mail (DKIM) authentication
- Customer interest analysis
- Sales cycle & abandonment tracking
- Web traffic analysis
- Total mailing analysis views

For more information about Enterprise Edition, write to sales@netatlantic.com or call (877) 263-8285.

Sign up for a free 15-day trial at www.netatlantic.com.