Versatile Software-as-a-Service Email Marketing on one Powerful Platform

1. ***The Leading Enterprise Marketing Platform:*** To stay competitive, you need a powerful multichannel online marketing platform that ties together email, social media, and mobile, can integrate with external databases and web analytics tools, and is easily customized for your marketing strategy. Combined with Net Atlantic's dedicated customer service, rapid deployment, strategic consulting services, and deliverability services, Platinum provides the most versatile and powerful email marketing platform available for advanced marketing needs.

2. ***Truly Relevant Messaging:*** Using content blocks, dynamic segments, and merge fields, you can raise relevance with personalized content that addresses very specific client needs and interests. Content blocks let you automatically insert personalized text and graphics into your messages, and can also manage and modify your content with minimal effort. This brings an unprecedented level of relevance to your messages, going well beyond "Dear First Name,". Content blocks make executing your mailings easier, while providing flexibility and control over your content.

3. ***Automated Transactional Email:*** Automated messages let you keep in touch with your prospects, leads and customers using transactional emails, creating highly personalized messages. Platinum Edition integrates with your existing e-commerce system to send dynamically customized messages to customers, and provides detailed delivery and response tracking, smart bounce management, SMS text notifications and alerts, and advanced asynchronous memory-based queuing for increased delivery and real-time reporting.

4. ***Email Deliverability Tools:*** Engage more subscribers with StrongDelivery Tools, including Mailbox Monitor, which tells you where your email is delivered; Campaign Preview, which tests your email messages for popular email clients; Reputation Monitor, which compiles a composite reputation score; Blacklist Alert, which tells you if your domain is blacklisted and why; and the Delivery Assurance Dashboard, which delivers one easy-to read report, so you can fix issues before sending.

5. ***Cloud Email Marketing:*** Gain security and reliability using cloud server technology for your email campaigns. Platinum Edition uses the cloud to bring you all the benefits of installed software and SaaS (Software-as-a-Service) in one versatile solution. Using commercial-grade virtual servers offered via the cloud, we provide faster sending speeds, flexible data integration, higher security, and the latest equipment and software upgrades. Cloud server technology streamlines your email marketing, just as if you hosted your email server in your own secure storage site.

6. ***Multi-Level Management:*** Your business may need multiple levels of control for different organizations, departments, lists, and users, especially if governed by security processes or compliance regulations. Platinum Edition lets you give users the functions they need, using four pre-defined roles: Approvers who edit and approve messages; Content Managers who create, edit, and delete content; Data Managers who create, edit, and delete data sources; and Mailing Managers, who are the superusers. You can also create custom roles specific to your business.

7. ***CRM Integration:*** Integrate with the top CRM applications using Platinum's powerful API and software connector tools. Platinum Edition integrates with CRM tools including salesforce, SageCRM, Sugar, MS Dynamics CRM, and SAP CRM, helping you send targeted, personalized email marketing campaigns using your existing customer data. This two-directional, real-time, integration sends mailing information and tracking results, including, opens, clicks and unsubscribes, back into your CRM application at an individual Lead or Contact level.

8. ***Database Integration:*** Save time by synchronizing with leading databases and business intelligence systems, simplifying campaign execution while achieving superior relevance, deliverability and scale. Platinum Edition includes database integration, requiring no additional software, with leading database applications including IBM DB2, Sybase, MySQL, PostgreSQL, Oracle, and Teradata, providing you with real-time access to your data for in-depth campaign reporting.

9. ***Web Analytics Integration:*** Integrate with web analytics tools including Coremetrics, Google Analytics and Adobe SiteCatalyst to track real-time data, allowing you to create effective customer-centric email marketing campaigns that raise engagement. After a customer clicks through from an email campaign, you know which pages they visit, and capture vital information for future marketing efforts. You get consolidated reporting across email and web site activity so you can deliver highly relevant and targeted messages and measure the impact of your campaigns.

10. ***Email Integration Server:*** Platinum Edition integrates world-class enterprise marketing into CRM and e-commerce systems, enabling dynamic message assembly, delivery, reporting and tracking within a single server. This high-performance appliance combines specially configured hardware with Platinum's industry leading Email Application Server (EAS) and MTA software to simplify email deployment and streamline email operations.

11. ***Email Delivery Server:*** Platinum Edition's email delivery server is a highly scalable, RAID 1 fault-tolerant MTA appliance offering superior performance and reliability in multi-server environments. It is fully upgradeable and works seamlessly with Platinum's complete email delivery platform, which includes its EAS integration technology, transactional email module, and the Message Studio campaign management solution. It sends up to 900,000 messages per hour per server, and by clustering several servers, can provide virtually unlimited sending capability.

Platinum Edition offers versatile SaaS email marketing on one powerful platform.

For more information, visit www.netatlantic.com, call (877) 263-8285, or email sales@netatlantic.com.