Campaign Management Tools

AT A GLANCE

Since not all marketers are alike, we offer two solutions to help you achieve your goals: StrongMail On-Demand Edition or Lyris ListManager software.

Each platform offers maximum deliverability to help you boost engagement, and your bottom line. Unlike our competitors, we offer affordable packages, training, and live, person-to-person technical support by phone, email and chat.

BENEFITS

Advanced Data Segmentation and Targeting
Send the right message, to the right person, at the right time. Enhanced Testing and Optimization. Improve your email marketing programs with A/B and multivariate testing features.

Rich Interactive Reporting and Data Visualizations
Monitor performance via a range of key performance indicator dashboards, interactive reports, and detail drilldowns.

Maximum Deliverability
Increase deliverability with sophisticated sending technology, smart bounce management, automated alerts, and proactive support.

Expanded Reach with Social Sharing
Grow your campaign reach and overall performance with social sharing.

Lyris ListManager
Take your email program to the next level

For beginning to experienced marketers, Lyris ListManager has all the necessary tools to help you drive business and increase your email communication performance at a cost-effective price.

Easy Content Creation
Save time by leveraging pre-built HTML templates or build your own with embedded tools.

Integrated Survey Tool
Create, publish and embed surveys in minutes, and view results graphically, in real time.

Collect More Data
Place join forms and preference centers on your website and social media pages using the web form utility.

Prevent List Fatigue
Establish recency and frequency limits with one click.

StrongMail On-Demand Edition
More than just a top-tier email marketing solution

- Savvy , high volume marketers will find this user-friendly interface easy to use, automate and optimize.
- Increase Relevance with Dynamic Personalization. Author and execute highly relevant messages easily.
- Right-time, Event-triggered Email. Expand beyond batch and-blast campaigns by precisely targeting and triggering personalized messages.
- Burst Email Delivery Technology. Deliver millions of personalized messages in minutes.
- Data Integration and Control. Enable connectivity to all of your data assets.

To get started today, contact an Account Executive at (877) 263-8285 or sales@netatlantic.com.

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