

# StrongMail® Transactional Email Platform

Leverage the marketing and branding potential of service-based emails



The StrongMail Transactional Email Server transforms your generic, plain-text transactional email into highly branded and personalized messages capable of driving incremental revenue through relevant cross- and up-sell offers. Extremely reliable and flexible, the StrongMail Transactional Email Platform extends the business logic of your existing e-commerce system to dynamically create customized messages that properly reflect your company's identity and relationship with the customer.

StrongMail's proven transactional capabilities work in conjunction with its powerful integration and MTA software to offer dynamic message assembly, delivery, reporting and tracking. A comprehensive solution, the StrongMail Transactional Email Platform enables you to quickly leverage one of your most effective customer communication channels.

*The average retailer can generate \$2.9 million in additional revenue by adding cross and up-sell promotions to transactional email.*

JupiterResearch  
"The Transactional Message Imperative"  
October 2008

The image shows two email windows side-by-side. The left window is a plain-text email, and the right window is a branded, personalized email. Blue callout boxes point to specific features in the branded email:

- Branded and Personalized:** Points to the 'Retailer.com' logo and the personalized header.
- Up-sell message by SKU or product purchase history:** Points to a section titled 'People that bought this item also purchased...' showing related products.
- Dynamic Order Management:** Points to the order details table listing items like 'Full-zip stripe lined hoodie' and 'Dark wash Toland fit'.
- Customer Service and Account Info:** Points to the 'Visit Account Services' link and contact information.
- Loyalty or special cross-sell offer:** Points to a promotional banner at the bottom: 'The 20/20/20 Offer! Save 20% on all orders over \$20 for the next 20 days!'.



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The StrongMail Transactional Email Platform is the most advanced commercial solution for the delivery and management of service-based email. By modernizing your email infrastructure with StrongMail, you can avoid the scalability problems inherent with aging proprietary systems and gain the back-end integration necessary to efficiently assemble dynamic transactional messages in real time. By offering easy integration, full functionality, high performance and ease of use, StrongMail simplifies the process of transforming your transactional email into a branded, highly effective supplemental sales channel.

### Transactional Email Defined

An operational message that flows from an already existing agreement or contractual relationship with the recipient.

### Transactional Email Examples

- > Purchase confirmations
- > Warranty information
- > Ship Notification
- > Product recalls
- > Changes in terms or features
- > Subscriptions
- > Account balance information
- > Delivery of goods or services

### The StrongMail Transactional Email Platform enables you to:

**Reinforce your brand with dynamic HTML messages** that reflect the investment you've made in your online presence.

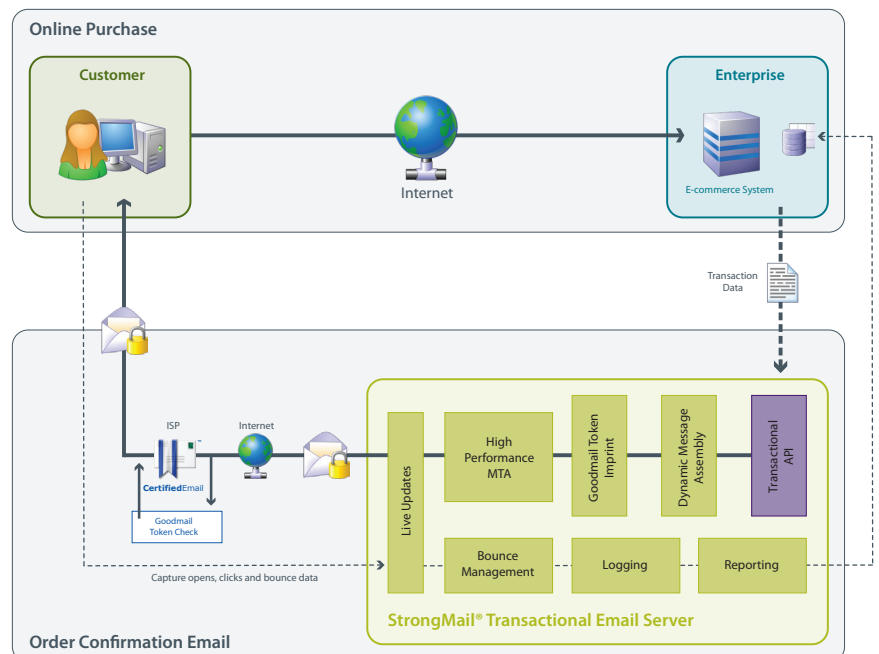
**Increase response rates with relevant offers** and customized messages that are dynamically generated based on current purchases or other interactions.

**Send customized, triggered emails** through tight integration with your data sources for relevant and timely messaging.

**Improve deliverability** with optimized sending protocols and comprehensive reporting for identifying and correcting deliverability issues.

### Key features & benefits include:

- > Robust email technology with dynamic message assembly capabilities
- > Back-end integration with e-commerce, customer service and CRM systems
- > Integrated reporting on deliverability
- > Visibility into response data (opens, clicks, etc.)
- > Bounce management capabilities
- > Differentiated sending



### Consumers Embrace Transactional Email

- > 83% of consumers will accept marketing messages in transactional email
- > 54% almost always read transactional email vs. 21% for commercial email
- > 64% prefer that companies communicate with them via email

Source: Marketing Sherpa/StrongMail

"Transactional Email and Marketing Study," January 2007

### Integration

Designed to integrate easily with any IT environment, our Web Services APIs enable seamless connect with back-end business processes and data sources so that you'll be able to effectively trigger emails, customize messages to customer preferences

- > Web services for SOAP/XML integration

### Dynamic Content

A powerful dynamic message assembly engine transforms plain-text transactional emails into a branded company communication that dynamically integrates relevant cross- and up-sell offers based on prior purchases and stated preferences.

- > Advanced personalization and mail merge
- > XML/XSL dynamic content engine
- > Personalized tracking links
- > Attachment encoding

### Visibility

Real-time reporting and tracking provides visibility into performance and delivery of your transactional email alongside your traditional marketing email. Detailed data on open, click and failure rates is essential to properly managing your service and marketing activities for best results.

- > Smart bounce filtering
- > Individual link tracking to capture opens and clicks

### Real-time Delivery

A transactional email is often a business-critical communication that requires expedited delivery. StrongMail prioritizes transactional emails to ensure that they are delivered immediately and reliably at rates that exceed 400k messages per hour.

- > Domain/MX throttling
- > Accreditation and reputation support
- > Authentication standard support (Sender ID, Domain Keys and DKIM)

### Live Updates

Keep pace with ever-changing ISP and corporate anti-spam delivery parameters – such as bounce filter definitions and recommended domain/MX throttle configurations – with StrongMail's automatic update functionality.

Live Updates keep you up to date with the latest email delivery best practices, standards and compliance methods.

### Administration

Monitor server and network performance in real-time and quickly diagnose issues using StrongMail's comprehensive system management tools. Enjoy streamlined administration with:

- > Web browser-based interface for configuration, reporting and management
- > Comprehensive Command Line Interface (CLI)
- > Real-time XML administration/monitoring port
- > SNMP interface for easy status monitoring

### Multi-server Management

Achieve optimal sending performance, redundancy and security policy compliance by leveraging StrongMail's intelligent multi-server management capabilities, including IQMP (intelligent Queue Management Protocol) for bi-directional communications between clustered servers. Additional clustering highlights include:

- > Adaptive, email-optimized load balancing
- > Centralized, real-time reporting/statistics
- > Global management

### High Availability

The StrongMail Transactional Email Platform utilizes redundant hardware components to achieve business critical availability. A RAID subsystem and hot-plug power supplies define hardware availability. Secure protocols for message delivery and administrator access ensure the security of your communications network.



## About StrongMail Systems, Inc.

StrongMail's online marketing solutions for email and social media enable businesses to reach, engage and influence their target audience using the most powerful channels available to marketers today.

StrongMail gives email marketers the control and support they need to improve campaign performance, boost deliverability and lower costs, while also leveraging the power of social media to extend the reach of their campaigns and brand to new audiences. Combining an easy-to-use email marketing application, high-performance delivery system, viral-marketing tool, social media integration, and a wide range of deliverability, strategic and supporting services, StrongMail makes it possible for companies with all levels of resources and expertise to take advantage of its proven solutions.



## About Net Atlantic, Inc.

Established in 1995, Net Atlantic was one of the first email service providers and Web site hosting companies. Net Atlantic's goal is to help businesses and non-profit organizations succeed online with effective email marketing services and Internet tools.

To learn more about Net Atlantic, please visit [www.netatlantic.com](http://www.netatlantic.com).

## Contact Net Atlantic today.

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## Patent-Pending Technology

StrongMail's patent-pending AMP Technology™ (Asynchronous Memory-based Processing) uses advanced asynchronous memory-based queuing for increased throughput, intelligent delivery and real-time optimization and reporting.

Plus, StrongMail's asynchronous, component-based architecture can be deployed across separate physical servers for high scalability, redundancy, application flexibility and security-policy compliance.

## Availability

Available as an on-demand solution, rack-ready appliance or installed software, the StrongMail Transactional Email Platform is designed to deliver exceptional levels of performance, availability and manageability.

## StrongMail Systems: Email Marketing Without Limits

StrongMail's marketing and transactional email solutions eliminate the limitations of traditional email service providers and custom-built solutions, enabling businesses to deliver more relevant, timely and cost-effective messages.

Whether you're an email marketer looking to improve your email marketing performance, boost deliverability and lower your costs, or an IT professional looking for a reliable system that incorporates the latest email delivery, authentication and bounce processing technologies, StrongMail has a solution to meet your needs.

## Email Marketing Solutions

StrongMail's email marketing solutions empower marketers to drive the highest value from their email marketing programs. Our wide range of solutions combine StrongMail's industry-leading platform with the strategic and deliverability expertise to drive conversions, increase brand awareness and improve customer satisfaction.

## Transactional Email Solutions

StrongMail's transactional email solutions enable marketers to take control of branding, content and promotional elements of event-triggered email. Tight integration with backend systems allows StrongMail to efficiently assemble and immediately deliver fully branded and personalized messages that properly reflect the customer relationship.

## Email Deliverability Solutions

StrongMail's advanced email delivery systems were built from the ground-up to maximize deliverability in today's challenging sending environment. These advanced systems are complemented by StrongMail's team of in-house deliverability experts who provide proactive deliverability and reputation management services to ensure maximum inbox delivery.

## Email Strategy and Optimization

StrongMail complements its email marketing solutions with a wide range of strategic services to provide the best practices, guidance and hands-on services that will enable you to optimize your email programs for greater returns. Leverage proven technology and expertise to improve the creative, relevancy, and effectiveness of your email campaigns.

## High-Performance Email Technology

StrongMail overcomes the challenges of high-volume email delivery with a highly scalable, reliable and manageable system that can easily replace and consolidate underperforming commercial or open source MTAs. Free up IT resources with a proven platform that was specifically designed to overcome the challenges of today's ever-changing sending environment.

