



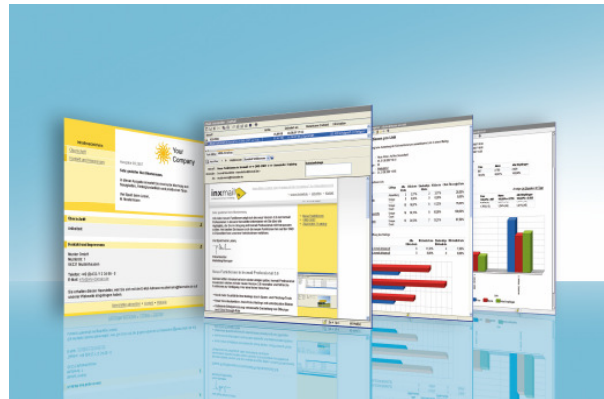
Inxmail Professional 3.6

Overview of Functions



Inxmail Client

- True software solution, not a browser interface
- Intuitive user guidance
- Available in English, French, German and Italian
- Input in all character sets, including Russian and Chinese
- Comprehensive manual (A4, 200 pages), online help and Inxmail Community Internet portal



Inxmail ASP Service

- Convenient use of Inxmail Professional as a hosted leasing solution
- Sending capacities of up to 500,000 e-mails per hour
- Whitelisted with major ISPs
- Founding Member of CSA (Certified Senders Alliance)
- Member of the German Direct Marketing Association (DDV) – signatory to the Code of Ethics for E-mail Marketing

Mail Editing

- Text, HTML and multipart formats
- Simple generation of even complex layouts using design templates
- Direct access to image and file directories through FTP and WebDAV
- Embedded images for offline content
- Connection to dynamic content from online data sources, such as a CMS or an editorial system

Link tracking

- anonymous or personal link tracking as a basis for evaluation or action, e.g. dispatch of a follow-up mailing

Quality Control

- Convenient test send function
- Preview of HTML mailings with blocked images
- Anti-spam and anti-phishing tests
- SPF check for reliable delivery

Content Personalisation

- Personalisation of content, forms of address, subject lines, PDF attachments...
- Content and text blocks individualised by target group

Evaluations

- Reports with tabular values and 3D graphics
- Convenient navigation within reports with drill-down and drill-up
- Export to CSV, PDF, HTML
- Time intervals configurable by month, week, day and hour
- Demographic reports on recipients, such as domain evaluations and distribution of profile data
- Comparative reports of mailings and target groups
- Click evaluations, open rates and click-through rates
- Subscription and unsubscription statistics
- Send reports
- Mail server statistics
- Bounce and return statistics

Sending Options

- Time and target group oriented sending
- Dispatch of automated form letters (e.g. for e-learning content)
- Control of any number of mail servers through a load balancing function
- Priority sending option, for example for subscribe and unsubscribe mails

Recipient Management

- Any number of recipients with any number of freely definable profile values
- Manual import from CSV text files, ODBC and JDBC databases
- Automated import from databases with Inxmail DBSync
- Automatic duplicate check
- Sort, find, replace and filter functions
- Export to CSV text format
- Connection to existing software through the Inxmail API interface (e.g. CRM or ERP systems)

Target Groups, Segmentation, Targeting

- Define any number of target groups
- Assign content only for specific target groups in a mailing
- Simple segmentation of recipient lists
- Mailings for selected target groups
- Target group selection by profile values, such as age, gender, click behaviour and newsletter subscriptions

Closed Loop Marketing

- Automated reactions to recipient actions, such as 'subscribed', 'clicked' and 'replied'
- Many reaction options, such as change profile, send e-mail and change subscription

Opt-In / Opt-Out

- Via web forms and e-mail
- Simple creation of web forms using design templates
- Freely configurable single, confirmed and double opt-in / opt-out
- Secure profile management for subscribers
- Logging of subscribe and unsubscribe processes
- Blocking of recipients through an internal blacklist

Websites and Forms

- Direct access to web and FTP servers through FTP and WebDAV
- Inxmail Webspaces for comfortable use of images and files on the WWW in mailings
- Templates for HTML or JSP web forms
- Templates for subscription / unsubscription, profile management and mail archive

Returns Management

- Automated processing of undeliverable e-mails (list hygiene)
- Categorisation and forwarding of recipient replies
- Special handling of automated replies (autoresponders)

IT Connection and Integration

- Connection to Java, PHP or .NET with the Inxmail API
- Existing connections to CAS genesisWorld, OXID eSales, SAP, etc.
- Inxmail DBSync for automated comparison of recipient data from databases

Mobile and Fax Marketing

- Sending of SMS, MMS and fax via gateways

Security

- Finely grained role and rights concept
- Secure passwords with policies and periods of validity
- Encrypted data transfer via SSL
- Access restriction using IP masks
- Logging of user actions
- Failsafe connection to SMTP and database servers

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