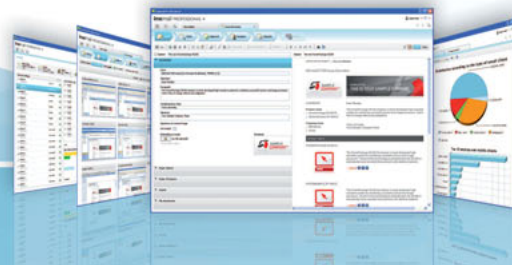


# Inxmail Professional 4.1

Overview of functions





## Overview of functions

Over 1,000 companies worldwide put their trust in Inxmail Professional, the well-proven, innovative email marketing solution. You too can benefit from professional email marketing based on cutting-edge technology!

### Advantages for you

#### **Rent or buy**

Choose from our attractive price and usage options. If you opt for the ASP service – Inxmail Professional's rental option – you can get started straight away. We take care of the technical peripherals. If, as a result of your data protection guidelines, you choose or have to operate your email marketing within your own IT infrastructure, you can benefit from the licence version of our email marketing solution.

#### **High security standards**

You can rely on maximum data security and operational reliability while ensuring that your mailings are sent out without a problem.

#### **Individual design**

Conveniently customise your mailings to match your corporate design with intelligent newsletter templates.

#### **Maximum personalisation**

Address your recipients personally. Everything can be customised – from the subject line to the attachment. Especially personalised coupons which will inspire your readers.

#### **Highest deliverability**

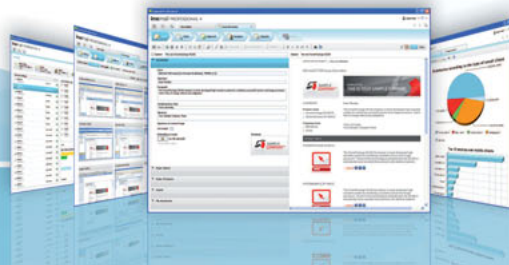
Benefit from quality tests, which alert you to potential delivery problems even prior to dispatch and offer you suggestions on how to optimise your mailing. In addition, the certified high-performance mail server ensures that your mailings are sent securely.

#### **Viral campaigns**

Take advantage of a high distribution rate and a high level of attention for your newsletter on social networking sites. Your recipients can share newsletter articles on Facebook, XING, MySpace, LinkedIn and Twitter at the click of a mouse.

#### **Wide range of integrations**

Integrate your eBusiness solutions with Inxmail Professional. This is the best possible starting point in order to focus email campaigns on your customers in an integrated way.



## Inxmail Professional 4.1

**Inxmail Professional offers you maximum flexibility and security for professional email marketing:**

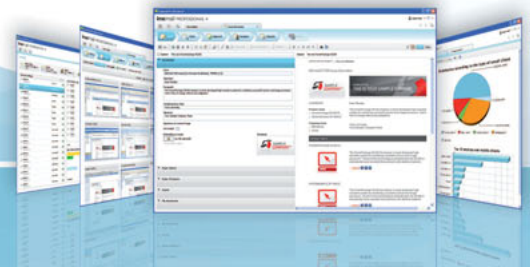
### Applications

- Option to select either the lease (ASP) or purchase version (licence) of Inxmail Professional
- Can be used internationally thanks to multi-language interface in German, English, French, Italian, Spanish, Polish, Czech and Turkish
- Enterprise version for high-performance applications in large companies and corporations
- Integrated online help, comprehensive manual as well as access to the knowledge platform Inxmail Community
- Comprehensive and customised support service with rapid response times

### Security

- Security, stability and ease of use are guaranteed by the innovative "Java Smart Client" user interface
- Problem-free dispatch thanks to failsafe connection to mail and database servers
- Warnings against blacklist entries and delisting from the Inxmail Abuse Team and Blacklist Monitor Service
- High deliverability, since Inxmail GmbH is certified as a reputable sender (Certified Senders Alliance) with the most important Internet service providers
- Direct contact with international service providers through the ISP Relations team





## Inxmail Professional 4.1

The email marketing solution covers all the functions that are required of a modern email marketing system. Here is an overview of its functions.

### Recipient management

- Create web forms for subscriptions and unsubscriptions with Customer Self-Service
- Conveniently import and export an unlimited number of recipients
- Profile enrichment using automated self-service features
- Legal certainty by recording subscriptions and unsubscriptions and blocking recipients using an internal blacklist
- Automated synchronisation of recipient data with third-party systems

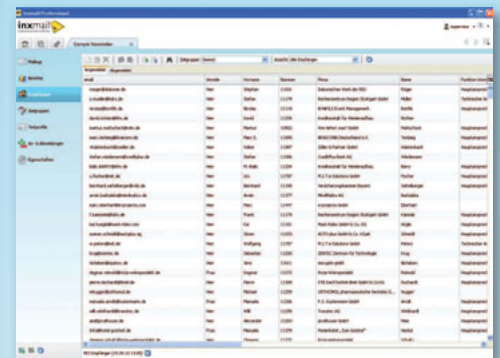
### Target groups

- Segmentation of recipients
- Target groups can be assigned for subject lines, articles, mailings and attachments
- Option to use individual responses for automated follow-up campaigns

### Mail editing

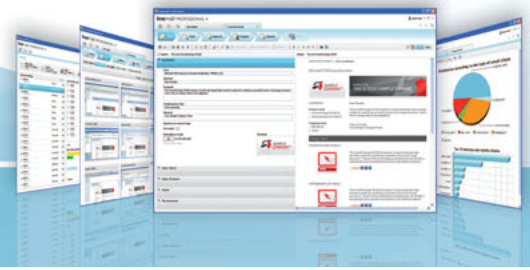
- Implement mailings for every occasion easily, e.g. newsletters, event mailings, automated eLearning courses, surveys and trigger emails
- Create mailings and dynamic landing pages to match your corporate design using intelligent newsletter templates
- Option to choose between text, HTML and multipart formats
- Versatile personalisation options for salutations, content, subject lines, PDF attachments and much more
- Enter text in all character sets, even Russian and Chinese
- Insert social buttons for viral distribution on Facebook, XING, MySpace, LinkedIn and Twitter
- Automated transfer of images and texts from CMS, ERP and eCommerce systems
- Templates for survey campaigns, subscriptions/unsubscriptions and profile management pages and mail archive on websites
- Parallel editing of multiple mailings by one editor

### Manage addresses



### Edit mailings





## Inxmail Professional 4.1

### Quality assurance

- Extensive quality assurance tests prior to dispatch
- Editorial approval by colleagues, supervisors or customers
- Display test of the mailing in various email programmes (web, desktop and mobile clients)
- Secure delivery thanks to spam, phishing and SPF checks
- Freely definable profiles for testing personalisation options
- Integrated preview of HTML mailings with blocked images

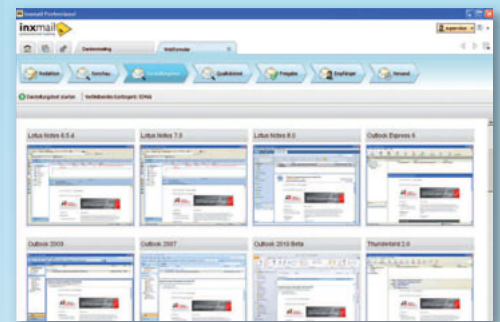
### Sending options

- A/B split for testing responses to different mailing versions
- Sending capacities in excess of 5 million emails per hour, option to limit as desired
- Time and target group oriented sending
- Multi-stage campaigns with automated bulk emails
- Sending of SMS, MMS and faxes via gateways

### Reports and performance monitoring

- Cross-campaign performance monitoring
- Real-time reporting on the most important key figures in email marketing
- Visual link evaluation of click rates on the newsletter interface (Overlay Report)
- Comparative analysis for mailings and target groups
- Reaction report – reactions over time
- Reports can be conveniently exported for presentations
- Subscription and unsubscription statistics for recipient data
- Analysis of the email clients used
- Mail server statistics
- Monitor success via the iPhone app

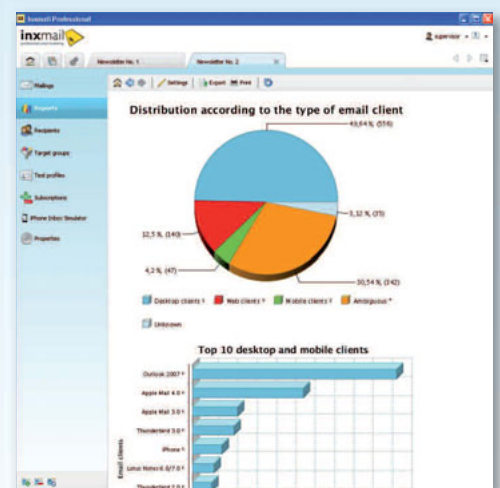
### Test mailings

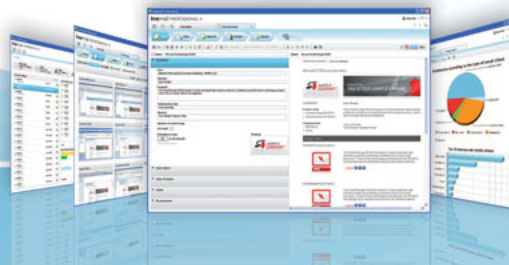


### Send mailings



### Evaluate mailings





## Inxmail Professional 4.1

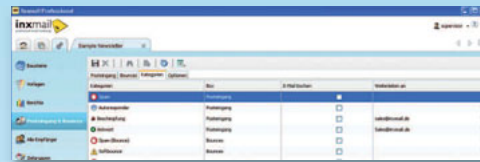
### Returns management (bounces)

- Automated processing of undeliverable emails (list hygiene)
- Categorisation and forwarding of recipient reactions
- Comprehensive bounce management

### IT connection and integrations

- A-Connection to IT solutions with Inxmail Professional API (for Java, PHP 5 or .NET)
- Existing integrations to Microsoft® Dynamics CRM, Salesforce CRM, CAS genesisWorld, Drupal, Magento, OXID eShop, econda and Webtrends as well as to social networking sites such as Facebook, XING, MySpace, LinkedIn and Twitter
- Plug-in interface offers many options to enhance Inxmail Professional to include additional customised functions, e.g. geomarketing, spell check and automated reports
- Inxmail Professional DBSync for automated synchronisation of recipient data from external databases with Inxmail Professional

### Evaluate addresses



### Integrate systems

