



Email Marketing Simplified

Manage and track all of your email marketing campaigns from one powerful, yet simple to use interface. Each Publicaster email marketing account offers detailed real time reporting, easy to use editing tools, flexible list management, list hygiene features and customizable list databases.

Publicaster Overview

Publicaster is a leading web-based email marketing solution, providing you with a self-service web based application to run your email campaigns. A simple-to-use interface handles all of the complexities with campaign set up, list management, deployment of HTML email or delivery of FLIMP Videosite messages, while giving you the real time campaign analysis in a clear reporting interface.

High Level Features:

The Publicaster mailing platform is a simple yet powerful email marketing solution that allows you to:

- Send out text, HTML and flash microsite marketing campaigns all in one application.
- Personalize your communications with mail merge and dynamic content features.
- Use detailed real time reporting and analytics tools.
- Send self tracking Flimp microsite messages to target audiences.
- Access a comprehensive list management tool that filters and segments mail lists.

Overview:

- List management using multiple lists and databases, user-defined fields, and powerful list and database search. Publicaster also includes full-featured subscriber preferences management.
- Segment your data based on an unlimited number of database conditions, field values, and any part of a subscriber's activity on past campaigns.
- Build your email creatives using a powerful WYSIWIG creative builder which includes full HTML editing, email personalization, and import from MS Word, and document attachments.
- Send your email from our hosted deployment environment. It is secure, redundant, and capable of sending several hundred thousand emails per hour.
- Review your progress with real-time, graphical campaign reporting with multi-level detail drill down and comprehensive results exporting.