



**Pithy Wordsmithery**  
strategic writing done *for* you

Combining creativity with strong project management to help you **reach your goals.**



## Email Marketing Platform

Making it easy to create, send, and optimize your email marketing campaigns.

## How it works

### Contacts

Easily upload your contacts and house them in the online portal. The system automatically removes duplicates and updates existing contacts with new information.



#### DRAG AND DROP IMPORTING

Adding new subscribers is as easy as dropping them on the app, no matter what format they're in. We'll automatically scan and remove duplicates so you don't have to.

Set up forms on your website so people can enter their contact information and get automatically added to your email list.

### Design

- Use branded emails instead of plain text. Choose from a range of designs with flexible layouts to create truly unique looking emails that will work everywhere. (Custom designs are also easy to create within the platform.)
- All campaigns are optimized for mobile use.
- Test your emails before sending, so you can see how they will look across 20+ email platforms.
- Show subscribers you care by using dynamic content to personalize email campaigns for them.



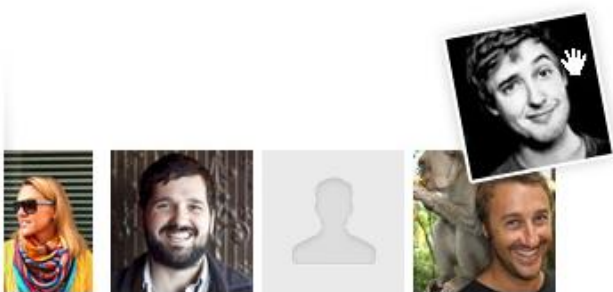
## Social Sharing

Our social sharing feature makes it easy for your subscribers to share your campaigns on **Twitter** and **Facebook**. With a single click you can add a "Like" or "Tweet" button to your campaign and it's ready to be shared.

We'll show you a [detailed report](#) on which subscribers shared your campaigns, and even what they said about you when they did it.

## Sending

- Run campaigns through spam filters at the desktop, server, and firewall level to help ensure your emails get delivered.
- Include links in the emails to track open and click-through rate.
- Send to your entire contact list with one email or target subscribers using data you have about them.






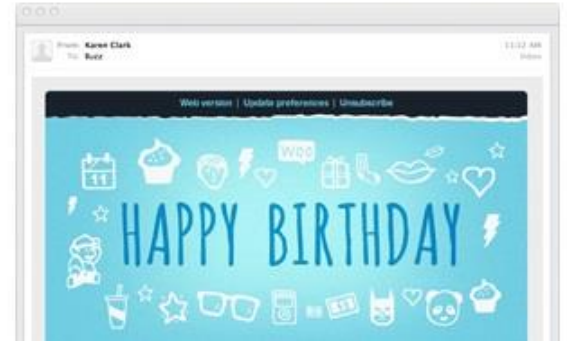
### SEGMENTS

Target your campaigns like a laser. Send only to the people who opened your last 3 campaigns. Only send to people from a certain country, or who might be interested in a particular topic.

## Autoresponders

Autoresponders make it easy to stay in touch with your subscribers without lifting a finger. Quickly build and schedule automated welcome messages, birthday greetings and other date-based campaigns. Send single emails or a sequence over time.

-  When a subscriber joins your list
-  The anniversary of a custom field
-  An exact date



## Reporting



## Insightful Analytics

Every time you send a campaign we provide a beautiful set of real-time reports allowing you to see who opened it, what they were interested in, who they shared it with and much more.

See who unsubscribed, and whose emails got bounced. The system automatically takes care of the rest, either by removing an unsubscribed person from your list, or by re-sending your email if it bounced.

## A/B Testing

Our automatic A/B testing feature makes it easy to test different subject lines, sender details and even totally different email designs. Tell us what to test, how you want us to pick the winner and we'll do the rest.

The best part is, it takes a few clicks to set up and you learn something about your audience every time you do it.

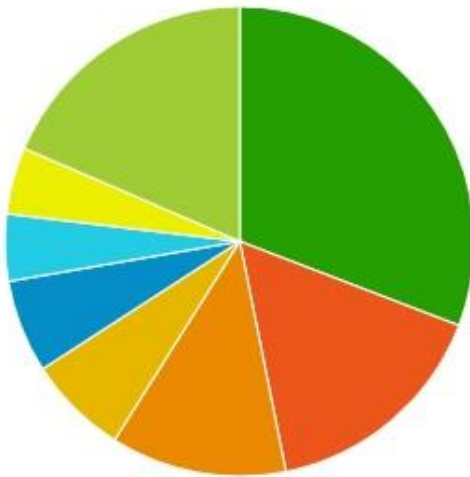
OPEN RATE  
**13.5%**  
Version A  
**15.9%**  
Version B





## Email Client Usage

December Newsletter - Sent 18 Dec 2014 at 8:58 am



### Most popular email clients

- 30.8% ■ iPhone
- 16.0% ■ Gmail
- 12.1% ■ Outlook 2010
- 6.9% ■ iPad
- 6.4% ■ Apple Mail 8
- 4.6% ■ Apple Mail 7
- 4.6% ■ Outlook 2013
- 18.5% ■ All others combined

## Subscriber Snapshot

A single page showing every interaction you've ever had with each of your subscribers. See where they're based, which email client they view your emails on and even what they look like.

**Buzz Usborne**  
hello@buzzusborne.com  
Reads email with Apple Mail 5

Map showing location in Madrid, Spain.

**Activity for Au**  
September 25, 2011

- Clicked <http://webs>
- Opened your em

Status: active since 15 August 2011  
Joined: 15 August 2011 (imported from a list)

## CLICK OVERLAY

Our reporting makes it easy to zoom right down to the subscriber level and see a real-time list of exactly what campaigns they opened, what links they were interested in and how many times they forwarded their emails!

WIDGET NEWSLETTER

ets MONTHLY

**44.15%**  
668 of 1513 unique clicks

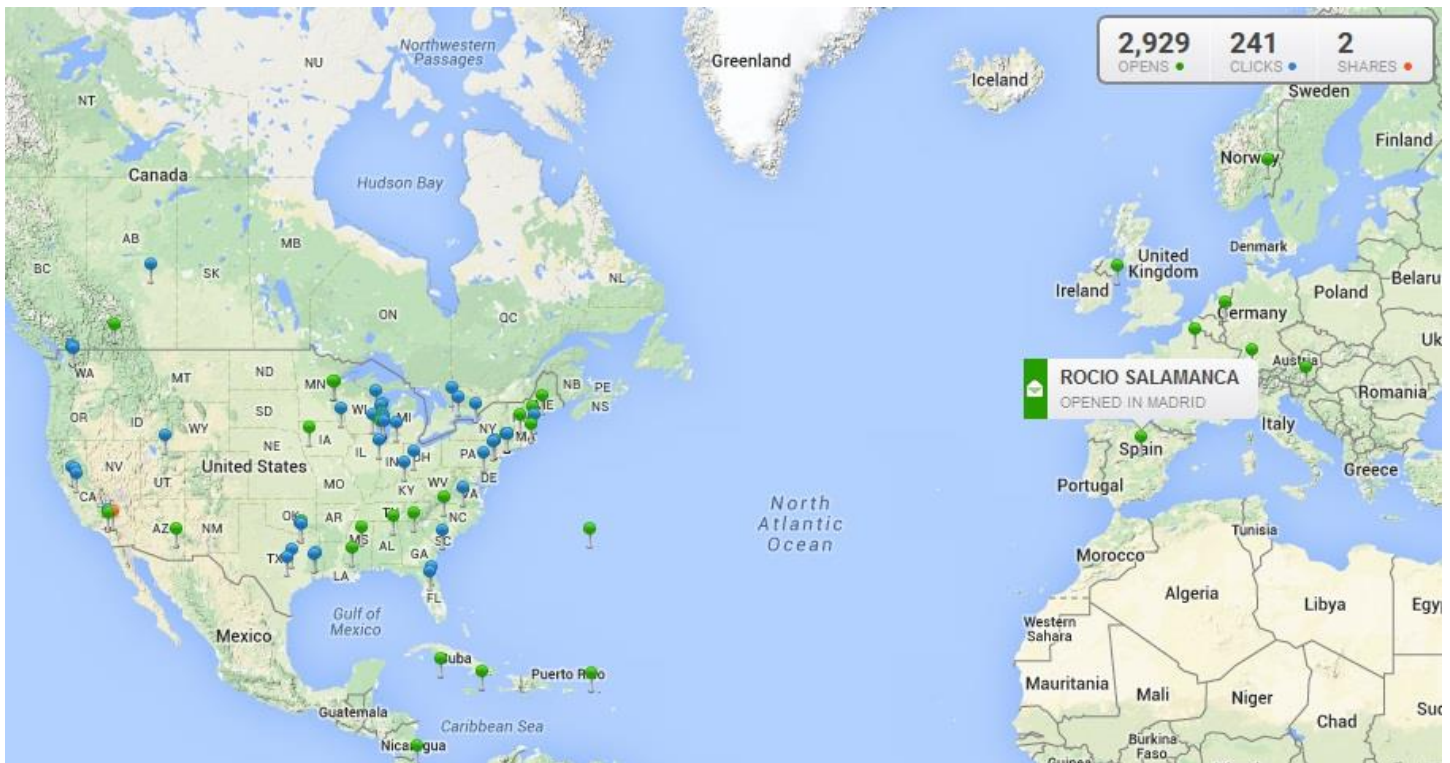


## Real-time Conversations

Get to know your subscribers like never before with [Worldview](#). When you send your campaign, we'll show you a real-time map of what people are saying about you on Twitter and Facebook, and make it easy for you to join the conversation.



**Anthony Heywood**  
TWEETED FROM BONDI, AUSTRALIA



## Mobile Reporting

**Real-time campaign and subscriber reporting in your pocket**



The image displays two mobile reporting dashboards. The left dashboard, titled 'ABC Widgets', shows '3 new updates' and a list of subscribers: Tom Swan (48m), Adam Dunnaway (56m), and Buzz Osbourne (56m). The right dashboard, titled 'August Newsletter', shows activity metrics: 24% OPENS (38,112) and 15% CLICKS (5,662). Below the metrics is a list of subscribers: Anthony Vlando (44m), Jason Hockey (44m), and Karen Jung (46m).

Subscriber Name	Source	Time
Tom Swan	abcwidgets.com	48m
Adam Dunnaway	mail.com	56m
Buzz Osbourne	agency.co.nz	56m
Anthony Vlando	yahoo.com	44m
Jason Hockey	abcwidget.com	44m
Karen Jung	yahoo.com	46m