



FEATURES AT A GLANCE

FEATURE	DETAILS
CAMPAIGNS	
Subscription Management	Update profile pages hosted ✓
Recurring Emails	Yes ✓
EMAILS	
Upload HTML	One click upload ✓
Email Templates	Choice of many templates ✓
No knowledge of HTML	Easy drag and drop ✓
Host Images	Upload one or many images ✓
Create text version	One-click text extraction ✓
Forward to a friend	Yes ✓
View in a browser	Yes ✓
Personalization	Subjectline and body personalization ✓
Spam Check	Check as you type ✓
Send to multiple lists	Auto de-dupe while sending ✓
LISTS	
One click upload	Yes ✓
CSV and excel upload	For ease of use ✓
Export reports to list	Helps segment data ✓
Data Segmentation	Create new list from reports ✓
Custom fields	For custom data ✓
Email confirmation of upload	On successful processing of file ✓
Track list growth	Reports available ✓
Bounce management	Immediate removal of addresses ✓
Unsubscription management	Immediate removal of addresses ✓
De-duplication	For every upload ✓
SEND	

FEATURE**DETAILS****CAMPAIGNS**

Subscription Management

Update profile pages hosted

✓

Recurring Emails

Yes

✓

EMAILS

Upload HTML

One click upload

✓

Email Templates

Choice of many templates

✓

No knowledge of HTML

Easy drag and drop

✓

Host Images

Upload one or many images

✓

Create text version

One-click text extraction

✓

Forward to a friend

Yes

✓

View in a browser

Yes

✓

Personalization

Subjectline and body personalization

✓

Spam Check

Check as you type

✓

Send to multiple lists

Auto de-dupe while sending

✓

LISTS

One click upload

Yes

✓

CSV and excel upload

For ease of use

✓

Export reports to list

Helps segment data

✓

Data Segmentation

Create new list from reports

✓

Custom fields

For custom data

✓

Email confirmation of upload

On successful processing of file

✓

Track list growth

Reports available

✓

Bounce management

Immediate removal of addresses

✓

Unsubscription management

Immediate removal of addresses

✓

De-duplication

For every upload

✓

SEND

Test before send

Automatic test send

✓

Schedule emails

Yes

✓

Auto de-dupe before sending

Yes

✓

High volume rapid sending

Robust platform

✓

Large Pool of IPs

Helps deliverability

✓

Queue Management

Balanced sending

✓

SMS INTEGRATION

Call back request

Host pages for readers to enter mobile

✓

Send reminders

On anniversaries, birthdays

✓

Send points / statement

Loyalty points, updates etc

✓

FEATURE**DETAILS****REPORTS**

Open Report	Unique opens & Percentage	✓
Click-through Report	Readers and links	✓
Bounce Report	Soft & hard with reasons	✓
Opt Out Report	Yes	✓
Domain-wise Report	Top 10 domains	✓
Day-wise Report	Yes	✓
Time-wise Report	Yes	✓
Comparative Report	Compare emails in a campaign	✓
Email Client Report	Which client was used to read	✓
Referrals Report	Yes	✓
Export Data	Yes	✓



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