

eNewsletter Pro™

Newsletter Management Software

eNewsletter Pro Enterprise™, Version 8.0 ASP.NET 2.0 Edition for Shared and Dedicated Servers



Newsletter Management and Distribution Software

eNewsletter Pro Enterprise™ is newsletter software for managing and distributing HTML or Text formatted newsletters via email. With tracking capabilities built-in for analyzing view rates and clicks, eNewsletter Pro is the perfect choice for organizations looking to run their own email marketing solution.

FEATURES

Statistics Tracking and Reporting

- Views, open rates, and clicks can be tracked by each newsletter campaign.
- Views, open rates, and clicks can be tracked by newsletter subscriber.
- Clicks can also be tracked by individual links.
- Daily/Weekly report summaries can be automatically emailed to users.
- Embed a link in the text version newsletters that leads to a page showing the HTML version where newsletter stats are fully tracked.
- Option to report on list of subscribers who clicked a specific link.
- Email any report to any email address.

Demographic Targeting

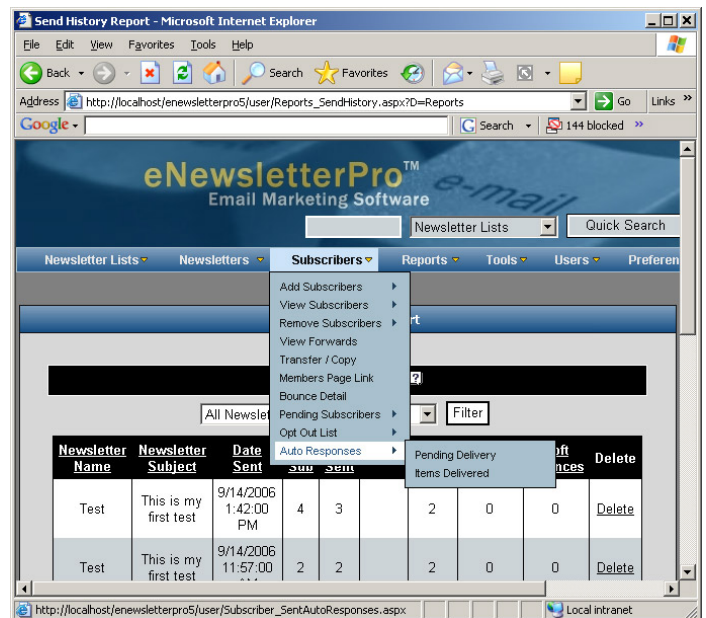
- Option to collect up to 25 demographic parameters from subscribers.
- Newsletters can be sent using demographics.
- Follow-up newsletters can be sent to those who clicked on specific newsletter links.
- Option to send a newsletter to those who did not view or did not click on any links in a previous newsletter.

Mail Client Support

- Support for all major mail clients is built-in.
- Specific newsletters can be delivered to AOL.
- Supported formats include Text, HTML, and AOL Rich Text.
- Option to deliver a multi-part MIME messages (mail client decides HTML or plain text).

High-Speed Delivery (Dedicated Server only)

- High-speed mail delivery system supports 64 simultaneous connections.
- Delivery of up to 500,000 messages per hour in optimized environment.
- Disk space monitor stops compiling messages if free hard disk space falls below 500 MB.
- Option to use IIS SMTP server in addition to built-in mail component.



Bounced Message Tracking / Bad Address Filtering (Dedicated Server only)

- Bounced addresses are automatically tracked.
- Bad addresses can be deleted after a specific bounce threshold.
- Log retains reasons for each bounce.

Multi-User Application

- Supports 5 to 100 users. (Dedicated Server)
- Supports 1 to 10 users. (Shared Server)
- Unlimited Newsletters and Newsletter Lists.
- Users manage their own separate newsletter and subscriber lists.
- Release approval of individual user mailings can be required by Administrator.
- User capacity can be easily increased with a simple software license upgrade.
- Built-in web based WYSIWYG HTML editor.
- Sub-users can be created within user accounts with limited permissions for specific tasks.
- Audit log to track system changes by users.

Scheduled Newsletter Delivery

(Dedicated Servers only)

- Newsletter delivery is scheduled by the hour.
- Delivery can be scheduled up to 60 days prior.

Supports Up to 1 Million+ Subscribers

(Shared Server limited to 100,000 subscribers)

- Licensing starts at 50,000 subscribers and goes up to 1 million+ subscribers.
- Number of subscribers is upgradeable via simple software license upgrade.
- Call for 1 Million+ subscriber pricing.

Easy Opt-In/Opt-Out Process & Compliance

- Automatic creation of opt-in/opt-out subscription forms for your website.
- Auto inclusion of opt-out link in newsletters.
- List-specific opt-outs.
- Option to import an opt-out list from any type of ODBC compliant database.
- Opt-out list maintains data per certain legal requirements (Date Subscribed, IP Address, opt-in method).
- Users can specify reason for unsubscribing.

Advanced Importing/Exporting Functions

- Imports existing subscriber lists from Access, Excel, & comma delimited text files.
- Imports from any ODBC compliant database including Oracle and SQL Server.
- Subscriber and demographic data can be exported to Microsoft Excel for analysis.
- Imports opt-out list from any type of database.

Confirmed Opt-In System

- Uses confirmed opt-in by email to verify the subscriber's email address.
- Confirmed opt-in prevents people from subscribing others without consent.

Newsletter Customization

- Option to add fields, such as your subscriber's name and collected demographic information, to your newsletters (e.g. "Dear Mr. Doe,").
- Option to define custom email headers.
- Supports HTML and TEXT newsletters.
- "Forward to a Friend" option for newsletters.
- Attachments enabled for all newsletter types.
- Create and insert custom text fields at the client level for use as variables in messages through the WYSIWYG newsletter editor.

List Management Options

- A/B list splitting: Send to odd/even subscribers or top/bottom list of subscribers.
- Option to send notification to administrator when a person subscribes and/or opts out.
- Supports Auto Responses based on subscriber activity. E.g. Send a specific email when a subscriber joins, clicks a link, views a newsletter, or updates their subscriptions.
- Option to remove a bulk list of email addresses.
- Lists can be designated as public or private.
- Private lists are not available to subscribers and typically for internal/private mailings.
- Option to track un-subscribers to prevent re-importing a subscriber who has opted out.
- Option to email most recent newsletter or a specific newsletter after a confirmed opt-in.

Minimum Server requirements:

- Windows 2000 or higher Web Server
- Microsoft .NET framework 2.0 or higher
- SQL Server 2000 or higher (SQL Server Express Versions Supported)

Note: Administrator level access is NOT required for the Shared Server configuration.

About AdComplete

Founded in 1999, AdComplete is an ISV specializing in the development and direct sale of online advertising software solutions.

Contact Information

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Product Website

www.eneewsletterpro.com

Company Website

www.adcomplete.com

Sales Questions

sales@adcomplete.com / **407-385-0042**
(M-Thr, 9am-6:00pm, Fri 9am-5:00pm Fri EST)

Other Considerations

- Installation and technical support available.
- Intuitive HTML interface can be used from any location with web access.
- Increased control and security of valuable and proprietary subscriber email lists.

Software License Pricing (subject to updates)

eNewsletter Pro Enterprise—Dedicated Server

	-----Subscribers-----				
Users	50,000	100,000	250,000	500,000	1,000,000
5	\$625	\$1,125	\$2,500	\$4,625	\$8,100
10	\$750	\$1,225	\$2,625	\$4,725	\$8,200
25	\$1,125	\$1,600	\$2,975	\$5,075	\$8,500
50	\$1,750	\$2,225	\$3,575	\$5,625	\$9,000
100	\$2,975	\$3,450	\$4,750	\$6,750	\$10,000

eNewsletter Pro Enterprise—Shared Server

	-----Subscribers-----	
Users	50,000	100,000
1	\$500	\$1000
5	\$625	\$1,125
10	\$750	\$1,225