

# eNewsletter Pro™

Newsletter Management Software

## eNewsletter Pro Enterprise™, Version 9.0 ASP.NET 4.0 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.
- Professional graphics with line graphs of trends (delivery, bounce, opens, clicks, opt-outs, conversions) and campaign activity pie charts.
- 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

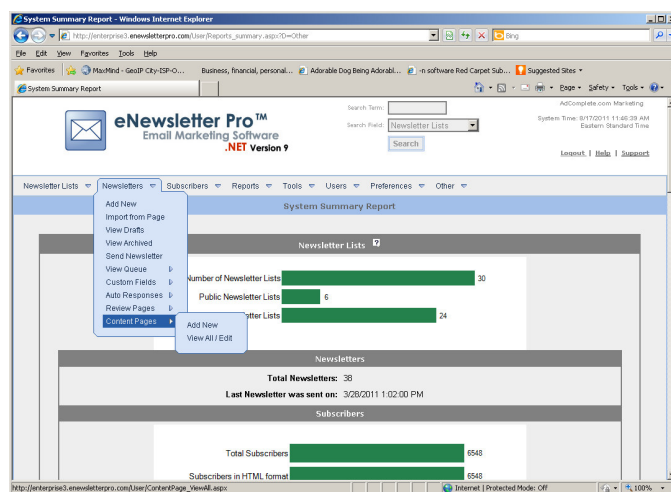
- Option to collect up to 25 demographic parameters from subscribers.
- Newsletters can be sent using demographics.
- Follow-up newsletters can be sent to those who clicked on specific newsletter links.
- Option to send a newsletter to those who did not view a previous newsletter.

##### Mail Client Support

- Support for all major mail clients is built-in.
- Specific newsletters can be delivered to AOL.
- Support for 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.
- Direct send feature for directly sending email messages without using an SMTP Server.
- 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.
- Facebook, Twitter and LinkedIn "sharing."
- "Forward to a Friend" option for newsletters.
- Attachments enabled for all newsletter types.
- Create and insert custom text fields for use as variables in messages with WYSIWYG editor.
- Review/Ratings feature for customer feedback.
- Supports dynamic content through custom fields based on subscriber demographics.

## 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 (subscriber joins, clicks a link, views a newsletter, or updates their subscriptions).
- Option to remove 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 4.0 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

AdComplete.com, LLC  
1248 Celebration Avenue  
Celebration, FL 34747

## Product Website

[www.eneewsletterpro.com](http://www.eneewsletterpro.com)

## Company Website

[www.adcomplete.com](http://www.adcomplete.com)

## Sales Questions

[sales@adcomplete.com](mailto:sales@adcomplete.com) / **407-551-0777**  
(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.
- Enhanced security using latest standards.

## 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