



MessageSender: An easy to use Email marketing system



Email Marketing is the best way to deliver your message whether to a business customer or to a consumer. Truly effective email marketing involves developing a relationship with your customers and delivering personalised, relevant and targeted emails, improving open and action rates.

Ackura MessageSender is a powerful HTML & text email content and list management application developed and supported by KMP. It has been designed to give businesses the ability to effectively manage their own email campaigns through a user-friendly web interface.

MessageSender has been designed to make it easy for marketers to manage their own email campaigns. A simple to use content and file management system makes it easy for the user to add and edit copy, hyperlinks and images to their HTML emails.

MessageSender is a multi-browser compatible, web-based tool that does NOT rely on activeX controls or java applets to achieve any of its functionality.



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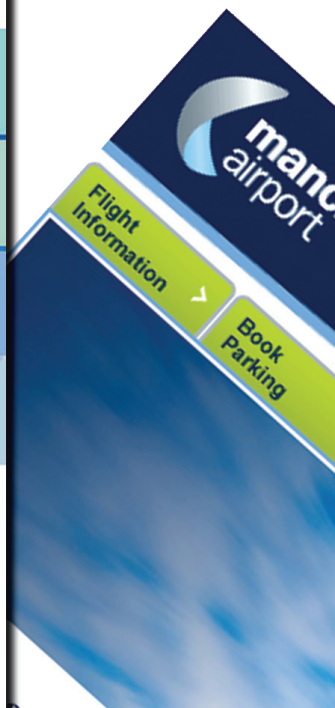


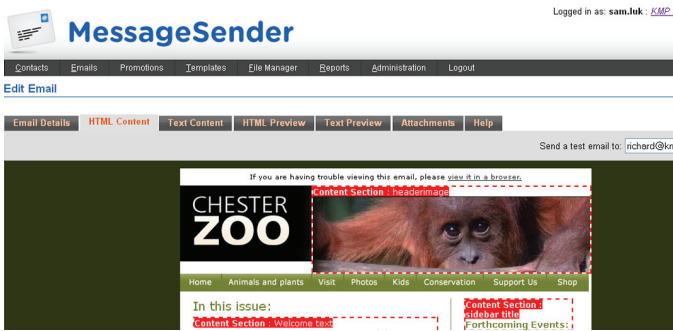
Get that Ultimate Fresh Sensation with Givaudan EverCool

Dear

As a valued Givaudan customer, I would like to inform you about the latest developments in cooling compounds, in advance of our forthcoming public announcement.

Givaudan is pioneering the next generation of cooling compounds, proven to deliver the ultimate freshness sensation in the mouth: EverCool™ 180 and EverCool™ 190 are the





Track your email responses:

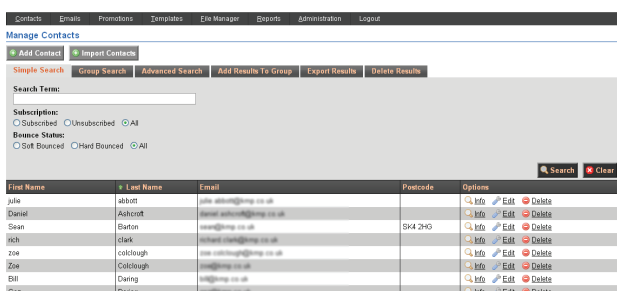
- Manage bounced emails
- Analyse email statistics
- Track who opens emails
- Track the click-throughs

Create your own branded email campaigns:

- Create attractive branded emails with our easy to use HTML email builder
- Customise content for e-promotions, e-newsletters etc
- Multiple language character sets are supported (UTF 8)
- Send emails in HTML and Text
- Easily manage unsubscribe, view in browser and send-to-friend links
- Schedule email campaigns

	First	Last	Total	Uniq
Openings	6/2/2009 10:31:39 AM	6/10/2009 11:34:08 AM	434	316 (9%)
Unsubscriptions	6/2/2009 10:33:26 AM	6/2/2009 2:31:06 PM	-	12 (0%)
Send-to-friends	Never	Never	0	0 (0%)
Bounces	6/2/2009 10:30:36 AM	6/9/2009 12:24:00 PM	-	236
Soft Bounces	6/2/2009 10:30:36 AM	6/9/2009 12:24:00 PM	-	136
Hard Bounces	6/2/2009 10:31:06 AM	6/9/2009 10:38:17 AM	-	99

Link Stats					
Total Clicks: 18 (17 unique)					
Name	Clicks	Unique Clicks	Date First Clicked	Date Last Clicked	De
Click here	2	2	2 June 2009 11:34:13	8 June 2009 09:52:30	
To unsubscribe click here	13	12	2 June 2009 10:33:26	2 June 2009 14:31:08	
Online PR and Blogging Workshop	1	1	2 June 2009 10:53:14	2 June 2009 10:53:14	
David Kinsella	1	1	2 June 2009 10:39:06	2 June 2009 10:39:06	
Online PR and Blogging Workshop	1	1	2 June 2009 16:07:50	2 June 2009 16:07:50	
David Kinsella	0	0	Never	Never	
Book Now for an early bird discount	0	0	Never	Never	
Andrew Lloyd Gordon	0	0	Never	Never	
Andrew Lloyd Gordon	0	0	Never	Never	
David Kinsella	0	0	Never	Never	
Andrew Lloyd Gordon	0	0	Never	Never	
How Do	0	0	Never	Never	
Manchester 12.06.09	0	0	Never	Never	



Manage your mailing lists:

- Add unlimited subscribers
- Upload your own mailing lists from CSV files
- Allow recipients to unsubscribe or manage their subscriptions
- Easily search and manage recipients based on behaviour
- Apply and search by custom fields

MessageSender provides all the statistics you would expect from a great email marketing system, presented in an easy to analyse summary report.

Additionally, by using the advanced search you can pull up recipients on a wide range of criteria, including behavioural history such as opening a particular email or even clicking a particular link.

Recipients showing up in search results can be exported to CSV or added to existing or new groups for follow up emails. This makes it easier to deliver personalised, relevant and targeted messages to your database, improving open and action rates.



Specifications:

Composing / Sending Email:

- Send HTML and plain text messages together
- Personalize email campaigns, including the Subject/Message/From Address/From
- Display Name/Reply-To Address values based on custom mail-merge fields Use a @ackura.com as a from Address or use your organization's branded From Email Address
- Attach files to your email campaign.
- Target your email campaigns by segmenting lists based on criteria you define and recipients' past behaviour.
- Interact with MessageSender securely via your web browser.
- Send email now, schedule it to go later

Email Client Rendering:

- Send foreign language emails in any major characters set, including Unicode (UTF-8)
- Use MessageSender templates or compose your own message from scratch
- Customise all email message headers, including the Reply-To address, SMTP MAIL-FROM

Email Deliverability:

- SenderID to allow MessageSender to send email on behalf of your domain
- 24 hour monitoring of the MessageSender network by experienced email server administrators
- Complex domain/sender routing rules allow granular control of how each client's email is delivered

Reporting and Analytics:

- Track opened vs. unopened messages
- Track click throughs of web links in your messages
- Track all web site activity resulting from an email campaign using MessageSender integration with Google Analytics
- Track who's forwarding your emails and to whom
- Track bounce backs and unsubscribes from your mailings

Add Attachments:

- Add attachments ie; PDF's to your campaigns for extra added value

Email Address List Management:

- Store as many groups with as many email addresses as you like
- Define unlimited number of fields in each group.
- MessageSender can add a form to your web site to allow your visitors to subscribe.
- Customize form fields and allow your recipients to modify their own profiles
- Auto-scrubber can turn invalid addresses into valid ones and remove duplicates.
- All report data is exportable to spreadsheet (Excel) format
- Turn on confirmation to validate addresses opting-in to your list
- Search any or all email lists (Groups) at once using an email address, field value, including wildcard values

Custom Features:

- Create client sub-accounts underneath a master umbrella account (PromoSender)
- Create multiple logins for a single account
- New feature requests can be implemented and pushed to production
- MessageSender API and web service available



KMP Digitata

KMP Digitata Yew Street, Stockport SK4 2HG
Telephone: +44 161 429 1497 | kmp.co.uk

ackura 
ackura.com/[messagesender](https://ackura.com/messagesender)