

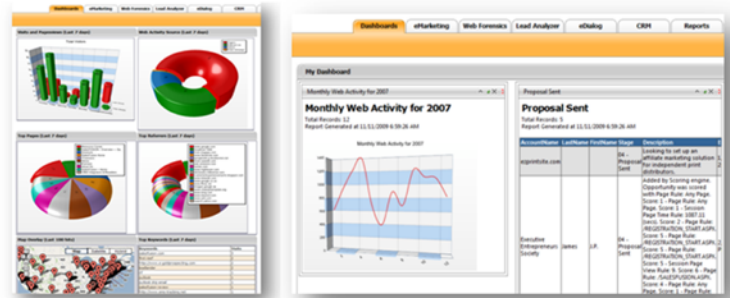
Advanced Email Marketing

Stop Blasting Your Prospects & Start Talking To Them

About Email Marketing

Email marketing has matured from a stand-alone "blasting" solution to a truly integrated communication medium. Many companies have been using stand alone-email blasting solutions for some time and are beginning to realize that the value of email marketing is dramatically improved when used in an integrated marketing approach.

SalesFUSION has built a powerful yet easy to use solution for marketers that puts the power of nurture marketing in their hands in manner that allows even the novice marketer to be successful. SalesFUSION email marketing supports a variety of email marketing requirements from the most basic bulk email to the most advanced nurture marketing campaigns. The Pricing structure allows for companies large and small to take advantage of the same enterprise-level feature set that has historically been reserved for only the largest companies.



With an Integrated Marketing platform, email campaigns can be setup to target audience more precisely, based on demographic segmentation, previous email open & click rate and web visitor tracking.

High Deliverability Rate

The email platform leverages the industry-leading deliverability platform from Port 25 and partners with ReturnPath to ensure your email messages always reach your customers. This ensure high deliverability and white listing for your email marketing programs.



SalesFUSION directly integrates the award-winning SpamAssassin into it's testing and deliverability features within the email marketing tool.

INNODAN

Core features of SalesFUSION's Email Marketing platform

FEATURE	DESCRIPTION
Bulk / Mass Emails	Create & send bulk / mass email campaigns.
Drip-Based marketing programs	Leverage Drip-based email campaigns for lead nurturing.
Trigger-Based marketing programs	Respond automatically to web enquiries with Trigger-based email campaigns.
Dynamic email marketing	Automatically render content based on segments.
Pre-configured templates	750+ email templates available to choose from.
Split A / B testing	Improve campaign success with split testing. Easy setup of A / B testing for subject lines and email content.
Scheduling & Calendar	Leverage the scheduling engine to deliver emails exactly at the right time. Keep track of campaigns with the email campaign calendar.
SPAM Testing	Test email campaigns against SPAM Assassin before sending.
Social sharing	Include social media sharing widgets and Forward to a Friend in your emails, to let email subscribers share email content.
Email editor	Easily design your own emails using a What-you-see-is-what-you-get (WYSIWYG) design tool that can be used by non-technical marketing personnel as well as providing full HTML capabilities for programmers.
List Management	Manage email subscribers with dynamics segmentation and distribution lists. Email subscribers can unsubscribe online to all communication or specific newsletters.
Microsoft Outlook integration	Send emails from Outlook and track open rate and forwards in SalesFUSION.
Single IP Assignment	Single IP address can be assigned to clients on request. (Extra Option)
Reports & Tracking	Integrated reporting & analytic helps track email open & click rate. Social sharing and forward to a friend statistics. Combine web visitor tracking with your campaign reports to get a complete picture of your prospect interaction.
Bounce management	Manage Soft & Hard Bounce.
CRM Integration	Fully integrated with popular CRM systems like Salesforce.com, Microsoft Dynamics CRM, SugarCRM...

In addition the robust functionality contained within the email marketing, all SalesFUSION pricing programs allow for Unlimited Emails per month

