

# Interwebiz eMailStudio

## Overview

All-in-one email marketing tools to create, send and track email campaigns.

Interwebiz eMailStudio is web based email marketing and autoresponder solution that used to create, send and track profitable email campaigns and autoresponders

## Benefits

Interwebiz eMailStudio is powerful, all-in-one email marketing tools that's incredibly easy to use. Take a look at our list of benefits and we're sure you'll agree:

- 1 **Personalize your customer relations.** Studies have shown that people respond better to emails that actually address them via their first name. Interwebiz eMailStudio allows you to capture your subscribers first name, last name, age, salary -- even their foot size -- when they sign up to your mailing list. You can then use these fields in your email to deliver personalized content.
- 2 **Send any type of email communication.** Newsletters, special offers, follow-up emails, member notices, customer service announcements, affiliate emails, invitations -- anything!
- 3 **Improve sales and increase revenue.** Selling a product or service from your website? Why not use Interwebiz eMailStudio to send a series of follow-up autoresponders to your potential customers after they sign up for your newsletter? You could send them a free whitepaper, more information on your products, or even a "subscriber-only" discount. Your imagination and creativity really are the only limits!
- 4 **Build trust with your subscribers.** One of the most import steps in the buying process is to establish trust with your visitors. By starting your own weekly or monthly newsletter, you're establishing your website as a credible source of information, which helps your visitors build up their trust in you.
- 5 **Unlimited number of subscribers and lists.** Create hundreds or even thousands of mailing lists and either import your existing subscribers or use Interwebiz eMailStudio to automatically create a subscription form for your web site.
- 6 **Complies with email laws.** Interwebiz eMailStudio includes powerful permission features, such as double opt-in confirmation and one-click unsubscribe which puts you in control of your email marketing campaign.

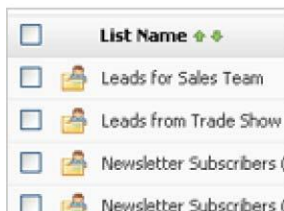
## Features

Interwebiz eMailStudio is the perfect choice for businesses looking to send email campaigns, newsletters, welcome emails, special promotions, autoresponders and more to their leads, contacts and customers.



### Anyone can create and send stunning email campaigns

Build your own email campaigns using the step-by-step campaign builder or choose from and customize over 35 professionally designed, industry-specific email templates.



### Easy, browser-based contact management

Add contacts to your contact lists one-by-one or import existing contacts from your any CRM, email program or database using a point and click web-based interface.

For more information contact

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# Interwebiz eMailStudio



## "Hands free" follow up with autoresponders

Follow up with prospects automatically and on time using personalized auto-responders while increasing response rates and conversion rates



## Personalize your email campaigns

Personalize every email you send with your contact's details such as their name, company details, interests and other personal information.



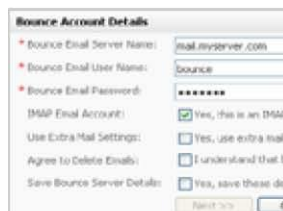
## Segment and filter contacts before sending

Send targeted emails to your contacts based on their interests and previous history using custom filters, list segments and personalization options.



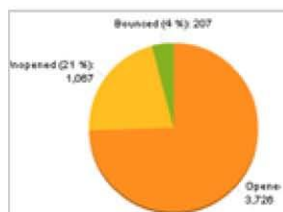
## Add web to lead forms on your website

Generate leads directly from your website using the step-by-step web to lead form generator to add lead sign up forms to your website in minutes.



## Automatic integrated bounce management

Processed bounced emails across your lists automatically and even define your own bounce rules.



## Track click-thrus and email opens

Improve and optimize your email campaigns by tracking open rates and click-thru rates over time, as well as detailed per-campaign reports and statistics.

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# Interwebiz eMailStudio

Interwebiz eMailStudio includes everything you need to create, send and track professional HTML emails. It is fully-featured email marketing tools which has been developed by marketing experts and includes the following useful features:

## Email Design Features

### Email Templates

Choose from dozens of beautiful, industry-specific email templates to get started creating your email. Upload or Import Content As well as using the WYSIWYG editor, you can upload your existing email campaign from your computer or import it from a web page.



### Design Once, Please Many

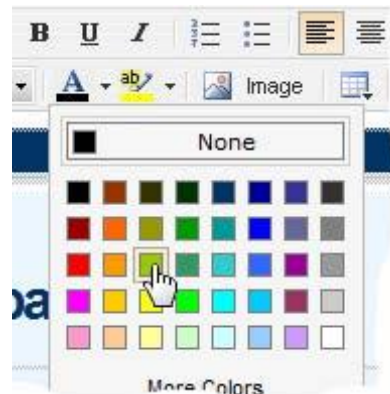
Our templates have been tested to work in all popular email clients (including Yahoo, Hotmail, Gmail and Outlook), meaning your contacts see your email message exactly as you intend it to be seen.

### Easily Upload Images

Upload as many images as you like into your email campaigns. Unlimited free image hosting is included with every account.

### Easy WYSIWYG Editing

Use the built-in WYSIWYG editor to make changes to your email campaigns. You can format text, upload and insert images, add links and more.



### Popup and Inbox Previews

See exactly how your email will look before you send it. You can view a preview in your web browser or even email it to yourself.

### Use Your Existing Template

There's no need to design your email template from scratch. You can upload or copy+paste your existing template (with images) into Interwebiz eMailStudio in just a few seconds.

### Email Personalization

Personalize your email with two clicks using custom fields such as first name, age or company name. It works the same as a mail merge in Microsoft Word!



### Advanced HTML Editing

Advanced users have full access to customize the HTML of their email campaigns, right from the WYSIWYG editor's "source" tab.

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# Interwebiz eMailStudio

## RSS Archive of Sent Emails

Interwebiz eMailStudio automatically creates an RSS archive of emails you send, making it easy for you to display the archive on your website or anywhere that supports RSS.

## Anchor Links

Anchors allow you to insert a link from one section of your email campaign to another, such as from the table of contents to a paragraph further down in the email.

## Email Campaign Features

### Easy, Automatic Unsubscribes

The "Insert Unsubscribe Link" button makes it easy to add an unsubscribe link to your email campaign, which is required by law in most countries.

Also, all unsubscribe requests are processed for you automatically giving you and your subscribers peace of mind.



### Campaign Optimization Tips

Right from Big Commerce you can view tips, tricks and advice to make sure your email campaign is optimized before sending. Learn how to improve subject lines, what time works best for sending and more.

### Automatic Bounce Handling

Bounced emails (both soft and hard) are processed and removed from your list for you automatically, meaning your list is always clean.

You can also export a list of which email addresses bounced and see both soft and hard bounce details.

### Upload & Send Attachments

Interwebiz eMailStudio includes full support for uploading and sending attachments along with your emails.

### Embed Images As Attachments

When sending a campaign you have the option to embed images as attachments, meaning your email can be viewed (once downloaded) without an internet connection.

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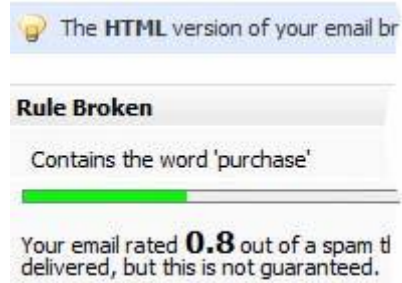
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# Interwebiz eMailStudio

## Free, Built-In Spam Checking

Your email is analyzed for known spam keywords and the spam report shows you exactly what needs to be changed, ensuring your email is delivered to as many of your subscriber's inboxes (and not junk mail folder) as possible.



## Forward to a Friend Link

Encourage subscribers to share your email by including a "forward to a friend" link in your email. You can even see a report on who forwarded your email to a friend and when!

## No Duplicate Emails – Ever

You never have to worry about duplicate emails with Interwebiz eMailStudio. We guarantee you'll never find a duplicate email address in your list.



## Send Now or Later

With full support for scheduled sending, you can blast your email out immediately or schedule it to go out at a later more convenient time.

## Send to Multiple Lists at Once

Easily send your email campaign to multiple contact lists in one send. Duplicate emails are removed automatically before sending.

## Automatic Inbox Preview

For maximum impact and click thrus it's important that your email looks the same in all of the popular email clients, which isn't always easy.

Luckily Interwebiz eMailStudio's inbox preview tool shows how your email will look in all of the popular email clients (Yahoo, Gmail, Hotmail, Outlook, etc).

If something is found to be out of place, you're shown exactly what to change to ensure maximum inbox compatibility.



## HTML, Text or Both (Multipart)

Create beautiful HTML emails, informative text emails or both using the integrated campaign editor. Multipart emails are sent as HTML and text and your subscriber's email client will show whichever version it supports best.

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# Interwebiz eMailStudio

## CAPTCHA Form Support

Eliminate automated submissions from your website signup form by enabling CAPTCHA form support.

## Pause & Resume Sending

From the "Scheduled Emails" page you can see a list of emails waiting to send and you can even pause and resume emails that have started sending.

## Autoresponder Features

### Create Multiple Autoresponders

Autoresponders are emails which get sent to a contact after they've been on your list for a certain time, such as 24 hours or 2 weeks.

Interwebiz eMailStudio allows you to create multiple, sequential autoresponder emails for each of your contact lists.

Name	Sent
Message #1	Immediately after signu
Message #2	24 hours after signup
Message #3	48 hours after signup
Message #4	168 hours after signup
Message #5	672 hours after signup

### Filter the Recipient List

You can assign an autoresponder to your entire list or only a portion of it, such as those in New York with under 10 employees or leads from last week's trade show who have ticked the "Send me more information" box on your signup form.

This means you can assign multiple autoresponders to one list based on custom filters instead of separating your contacts across multiple lists.

### HTML, Text or Both (Multipart)

Create beautiful HTML emails, informative text emails or both using the integrated campaign editor. Multipart autoresponders are sent as HTML and text and your subscriber's email client will show whichever version it supports best.

### Open/Link/Unsubscribe Reporting

Just like email campaign statistics you can see who opened your autoresponder, which links they clicked on and more, including unsubscribe and bounce reports.

Statistics Snapshot	
Email Subject	<a href="#">Attend a free</a>
Contact List	Trade show lea
Sent To	15,628
Sent When	48 hours afte
Created By	<a href="#">Michael Citizer</a>
Opened	<a href="#">4,302 Total O</a>
Bounced	31

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## Advanced eMailStudio Features

### Split Testing

Find out which of your email campaigns performs the best based on open rates and click-thru rates with split testing.

You can even run a split test on a small portion of your list and send the winning email to the rest of your list automatically after a predefined period of time!

Unlike other email marketing tools which limits you to A/B split testing, you can test unlimited variations in a single split test.

The screenshot shows the 'Create A Split Test' configuration window. At the top, there are three buttons: 'Save And Send', 'Save And Exit', and 'Cancel'. Below this is the 'Split Test Settings' section. The first setting is 'Give Your Split Test a Name:' with a text input field containing '20% off promotion test' and a small explanatory note. The second setting is 'Choose Which Emails to Send:' with a list box containing four items, each with a checked checkbox: '20% Off Promotion A', '20% Off Promotion B', '20% Off Promotion C', and '20% Off Promotion D'. The third setting is 'Choose a Winner Based on:' with a dropdown menu set to 'Number of people who open the email'. The fourth setting is 'The Kind of Test to Run?' with two radio button options. The first option, 'Find a winning email and show me the results', is selected and includes two bullet points. The second option, 'Find a winning email then send it to my list automatically', is unselected and includes three bullet points, with the first bullet point having a text input field set to '10' and the second having a dropdown menu set to '8' hours.

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# Interwebiz eMailStudio

## Triggers

Put your follow up tasks on autopilot with triggers. Send birthday and anniversary reminder or promotion emails, move contacts between lists when they open your email or click a link and a whole lot more!

With triggers you can:

- Send recurring emails based on a date such as a birthday
- Add contacts to new lists based on events (such as opening an email or clicking a specific link)
- Remove contacts from the list they are on based on an event
- Add/remove a contact from a list on a date in the future

**Edit a Trigger**

A trigger activates an action when a specific event occurs, such as sending a birthday email on a contacts birthday or adding...

Save Cancel

General Settings Sending Options

**Trigger Details**

\* Name Your Trigger: Birthday reminder email  
(Such as 'birthday discount trigger'. The name is for your reference only)

\* Activate This Trigger:  
 Based on a contact's date field  
Newsletter Subscribers  
Birthday  
 Based on a specific date  
 Based on a link being clicked  
 Based on a email campaign being opened

\* Trigger The Actions: Before 1 day(s) Before: Every anniversary of the date

\* When Triggered:  
 Send an email campaign  
Interspire 20% off Promotion Preview  
 Add the contact to an additional contact list  
 Remove the contact from the contact list that they are in

\* Is Trigger Active?:  Yes, this trigger is active

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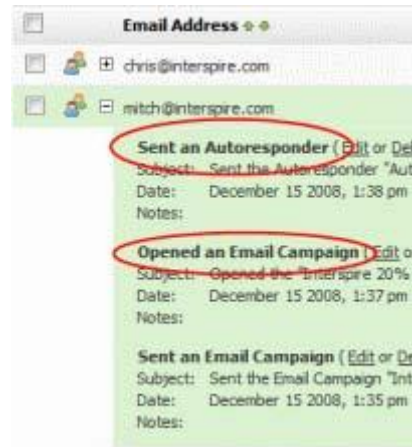
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# Interwebiz eMailStudio

## Automatic Event Logging

Every time a contact in your list receives and opens an email campaign or autoresponder, or when they click a link in your email, that action is logged automatically under their contact profile.

You can see a complete history of every email they've received, which links they clicked and when they opened your emails.



### Log an Event

Event Type:

Subject:

Date:

Notes:

## Manual Event Logging

Using the built-in event logging system you can quickly and easily log events such as phone calls and meetings next to contacts in your list.

Each user can define their own event types and follow up reminders can be added through Interwebiz eMailStudio automatically to your Google Calendar if enabled.

## Google Calendar Integration

Interwebiz eMailStudio has full support for your Google calendar. Easily add follow up reminders to your Google Calendar simply by clicking the "Add to Google Calendar" icon next to any date field when editing a contact's details.

### Add to Google Calenc

Fill out the form below to add an even

What:

When:

Where:

Description:

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# Interwebiz eMailStudio

## Statistics & Reporting

### Email Open Reporting

You've created and sent the perfect email campaign, but how many people opened it and when? Interwebiz eMailStudio tells you this and more.

From the statistics tab you can see exactly who opened your email and when. View the data as a visually appealing bar chart or as a data table with more detail.

You can view the open rate report for the last 7 days, last 30 days, last year or even a custom date range.

Email Address ↕	Date Opened ↕	Opened Email A:
customer1@email.com	November 26 2008, 10:22 pm	HTML Email
customer2@email.com	November 26 2008, 9:28 pm	HTML Email
customer3@email.com	November 26 2008, 7:53 pm	HTML Email
customer4@email.com	November 26 2008, 7:51 pm	HTML Email

### Link Click Tracking

See which links were clicked, by who and when. Your sales team can follow up with leads who've shown interest in your products by clicking a link in your email. Talk about making contact at the right time!

Email Address ↕	Link Clicked ↕	Click Time ↕
customer1@email.com	<a href="http://www.yoursite.com/products/">http://www.yoursite.com/products/</a>	November 25
customer2@email.com	<a href="http://www.yoursite.com">http://www.yoursite.com</a>	November 23
customer3@email.com	<a href="http://www.yoursite.com/pricing/">http://www.yoursite.com/pricing/</a>	November 25
customer4@email.com	<a href="http://www.yoursite.com">http://www.yoursite.com</a>	November 25

### Google Analytics Integration

As you're sending an email campaign you can type in your Google Analytics details and a tracking code will be added to all links in your email, giving you full integration for number of visits, goals and e-commerce conversions for that campaign.

Yes, track all links in this email campaign

Track with Google Analytics

\* Use this Campaign Name:

\* Use this Source Name:

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# Interwebiz eMailStudio

## Email Bounce Tracking

Bounces are handled for you automatically and you can view reports showing which email addresses bounced, when and why, with an exact error message from the email provider, such as "Email address doesn't exist".

Bounce Type ↑ ↓	Bounce Rule
Soft Bounce	Problem with re
Hard Bounce	Email Address c
Soft Bounce	Problem with r
Soft Bounce	Over Quota
Soft Bounce	Over Quota
Soft B	Problem with



## Unsubscribe Reporting

See unsubscribe statistics for each email campaign you send, either for a specific date or over time. You can view the details of everyone who unsubscribed and see the unsubscribe rate relative to open and bounce rates.

## Forward to a Friend

See how viral your email campaign really is with complete details of who forwarded your email to a friend and when.

## Contact Management Features

### Full List Management

You'll always be compliant with spam laws and best practices thanks to Interwebiz eMailStudio's automatic handling of opt-ins, unsubscribe requests and bounced email cleaning.

### Add or Import Contacts

Type in contacts details one by one or even import existing contacts from Microsoft Excel, Outlook or a CSV file.

### Website Signup Forms

Easily create customized signup forms with your company's color scheme to add to your website.

### Unlimited Custom Fields

Create multiple custom fields to store additional information about contacts such as location, interests, last name, phone number and more.

You can then add custom fields into your email campaigns to personalize them, similar to a mail merge in Microsoft Word.

**Custom Field Details**

\* Custom Field Type:  Text Field - A  
 Multiline Text  
 Numbers Onl  
 Pick List - Allo  
 Checkboxes -  
 Radio Buttons  
 Date Field - A

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# Interwebiz eMailStudio

## Create Multiple Contact Lists

Create as many contact lists as you need, allowing you to group contacts based on type or lead source, such as "newsletter subscribers" and "sales leads".



## Double Opt-In Confirmation

Keep your list clean and follow best practices by requiring new subscribers to click a link in an email (generated and sent automatically) to verify they want to join your list.

## Modify Subscription Details

Each contact on your list can modify the details of their subscription, such as email address, first name, preferences and more.

## Bulk Remove Contacts

Remove large groups of contacts from your list by typing in their email addresses or uploading a file.

You can remove contacts permanently or mark them as unsubscribed so they won't receive any new emails you send out.

## One-Click Unsubscribe Links

Automatic unsubscribe links in your emails give subscribers peace of mind and help you more than comply with CAN-spam laws.

## Powerful List Segmentation

Filter contacts across multiple lists based on common attributes such as location or interests and send emails to each segment.



## "Do Not Mail" List

The built-in email suppression tool allows you to keep lists a list of contacts who shouldn't (and won't) be sent your emails under any circumstance.

## Customizable Contact Views

When viewing your contact list in "grid mode" you can choose which of the contact's details appear in the grid, giving you the details you need quickly.



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# Interwebiz eMailStudio

## CAN-Spam Compliance Features

### One Click Unsubscribe

The "Insert Unsubscribe Link" button makes it easy to add an unsubscribe link to your email campaign, which is required by law in most countries.

Also, all unsubscribe requests are processed for you automatically giving you and your subscribers peace of mind.

### Automatic Bounce Handling

Bounced emails (both soft and hard) are processed and removed from your list for you automatically, meaning your list is always clean.

You can also export a list of which email addresses bounced and see both soft and hard bounce details

### Contact Details in Footer

Interwebiz eMailStudio allows you to enter your complete company contact details which can be added to the footer of every email you send. This helps subscribers remember who you are and why they joined your list, and reduces the chance of your email being marked as spam.

### "Do Not Mail" List

The built-in email suppression tool allows you to keep lists a list of contacts who shouldn't (and won't) be sent your emails under any circumstance.

### Double Opt-In Confirmation

Keep your list clean and follow best practices by requiring new subscribers to click a link in an email (generated and sent automatically) to verify they want to join your list.



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