



# Product Fact Sheet

Broadcast Email.

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Send mass email, and view your campaign results in real time.

Whether your needs are basic or advanced, our Broadcast Email system is for you. We're experts in email deliverability and understand the needs of the education market. You can send to purchased lists, access campaign data in real time 24/7, track mobile viewership, and share campaigns through social media. Messages include your brand only, not ours. Plus, there's no contract to sign, and your messages never expire!

## Highlights.

- **New Lists:** Upload a new contact list every time you send out a campaign.
- **Custom Fields:** Upload as many custom field values as you wish, and use them to personalize your message and analyze your campaign results.
- **Duplicate Records:** Check for duplicate contact records.
- **Syntax Errors:** Find and fix all email address syntax errors before you send out a campaign.
- **Contact Records:** Add, edit, and delete contact records without having to upload your list again.
- **Multiple Lists:** Send a message to more than one list at the same time.
- **Header:** Customize your message header, including the "To," "From," "Subject Line," and "Reply-to" fields.
- **HTML Editor:** Use our HTML "What You See Is What You Get" (WYSIWYG) editor to create or modify an HTML message.
- **HTML Templates:** Upload HTML templates to streamline the creation and testing of your HTML messages.
- **Copy & Paste Message:** Copy and paste an HTML message that was created in another program.
- **Copy & Edit Message:** Copy a previous HTML message, then modify it for a new campaign.
- **Plain Text Message:** Use our "Auto Text" functionality to automatically create a plain text version of your HTML message.
- **Unsubscribe Footer:** Customize the copy of your message's unsubscribe footer.
- **Triggered Campaigns:** Automatically send email messages to certain contacts based on set conditions such as dates or list subscriptions.

- **Conditional Content:** Populate conditional content in campaigns using logic based on custom field criteria.
- **Template Editor:** Customize the layout, color scheme, fonts, and even the footer of your template without having to use HTML code.
- **Heat Map:** See a visual representation of which links in your campaign were the most clicked on and the location of those links.
- **Suppression List(s):** Set up an exclusion list to prevent certain contacts from receiving your campaign.
- **Subscription Center:** Publish the link to your Subscription Center on your website or in a campaign message, enabling students to add themselves to your contact list(s).
- **Forward to a Friend:** Include a link in your campaign that enables the recipient to forward your message to another email address.
- **Geolocation Data:** View the total rate of email opens and click-thrus by country.
- **Import File Types:** Import your contact lists using .csv, .xls, or .xlsx files.
- **Images & Attachments:** Store up to 1 GB of images and attachments on our server (1,000's of web images).
- **Social Sharing:** Automatically tweet your campaigns and/or post them to your Facebook, and enable your subscribers to share your message across social media sites.
- **Targeted Campaigns:** Use your campaign reports to create a new list with the contact records of your most active and engaged students.
- **Web View:** Allow students to view your message on the web if they have trouble viewing it in their email reader.
- **Free Testing:** Send unlimited test copies of a message, at no cost, before sending out the final version of your campaign.
- **Multivariate Testing:** Maximize the open and click-thru rates of your campaigns by sending different versions of your campaign to a small portion of your list, and then send the best performing version to the students that remain.
- **Google Analytics:** Track the success of your campaign by automatically including the campaign name in your Google Analytics click data.
- **Send or Schedule:** Send your campaign out immediately, or schedule it for delivery at a future date or time.

- **Multiple Campaigns:** Schedule more than one campaign for future delivery.
- **Real-time Data:** Access your campaign results in real time.
- **Campaign Results:** View your delivery rate, opens, click-thrus, mobile viewership, unsubscribe requests, and bounce rates.
- **Unsubscribes & Bounces:** Automatically manage your unsubscribe requests, undeliverable messages, and temporary and permanent bounces.
- **Analyze Results:** Analyze your campaign results using one or more custom field values.
- **Search:** Search on your campaign data using one or a combination of fields and/or conditions.
- **Dynamic Segments:** Save your customized search criteria for repeated viewing, or to identify segments for a new campaign.
- **Reports:** Generate detailed reports and compare your results to those of past campaigns.
- **Data Export:** Export your data in a .csv file format.

Broadcast Email Pricing		
Message Quantity	Cost Per Email	Start-up
50,000 - 1,499,999	\$0.015	Implementation: 48 hours or less Training Time: 90 minutes
1.5 million - 2,999,999	\$0.01	
3 million +	\$0.008	

**Subscription Term**

There is no subscription term. You can use our system on an as-needed basis.

Ready to learn more?

LET'S TALK

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