

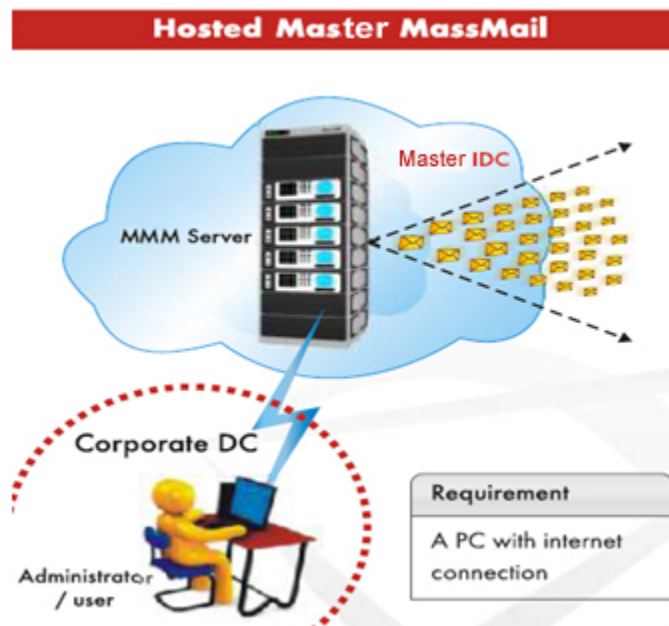
Why leverage Master's Mass Mail Platform in your Multi-Channel Marketing Mix?

This is our hosted email marketing platform which allows permission-based marketers to manage, send, track and grow their email marketing investment.

Companies across all industries & verticals are devoting more of their time, resources, and budgets to email marketing. Email typically costs less than other direct marketing channels and the return exceeds all other initiatives. It helps organizations stay in constant touch with their customers at a very minimal investment.

In order to achieve the highest ROI, email marketers must get savvy and revise their strategies. Just sending Bulk Mailers won't get you customers unless it's properly designed and targeted as per the subscribers need. For example, monthly email newsletters that were sent out to the entire subscriber base are being converted to targeted weekly mailings that only contain the information that is most relevant to each subscriber.

Targeted emails nearly double the click-through rates of bulk emails so if you aren't already using advanced tactics like dynamic profiling and dynamic content to segment your lists, now is the time to start.



Features of Our Mass Mail Platform

Features	Benefits
<ul style="list-style-type: none"> • User friendly web interface • HTML/Text messages • Upload images/attachments • Open/View Tracking • Click Tracking • Personalized mail per recipient • Multiple sub administrators • CSV Import & Export • Scheduled Sending • Subscribe / Unsubscribe link 	<ul style="list-style-type: none"> • Single click sending • Detailed Reports for Analysis purposes • Automatic maintenance of user list • Auto unsubscribe option available to user • Targeted & Personalized communication • Multiple lists / groups • Intelligent mail relaying for efficient & effective delivery • Bounced mail processing

1. The **Web Interface** lets you write and send messages, and manage 'Mass Mail' over the internet.
2. **No duplicate messages. No 'forgotten' messages.** 'Mass Mail' manages message delivery with a message queue, ensuring that every subscriber gets the email message, and that no subscribers receive two copies, even if they're subscribed to more than one list!
3. **Open/View Tracking** tells you how many users opened your email message.
4. **Click Tracking** monitors whether a recipient has clicked on a URL link contained within a HTML or Text message.
5. **Subscriber Attributes** like 'name', 'country', and other personal information, are completely customizable. You can specify what information you need to get from users when they subscribe.
6. **User Specific Content.** You can use Subscriber Attributes in message content to make each and every email message personalized with the subscribers name, country, or any other attribute.
7. **HTML email messages.** Subscribers can be given the choice between text or html email messages. You decide whether subscribers can choose, what the default choice is, and what format a message is sent in: text only, html only, or both!
8. The **HTML Editor** allows you to edit html messages from ' Mass Mail' using FCKeditor.
9. **Multiple List Administrators.** The super-admin can assign lists to **List Managers**, who can manage their users and lists.
10. **Subscriber Preferences.** Every email message contains personalized URLs for subscribers to update their preferences or unsubscribe. Subscribers can update their own information and keep your database up to date. Unlike most other mailing list managers, in ' Mass Mail' **subscribers can change their email address.**
11. **Bounce Processing** keeps your database clean of unused and non-existent email addresses.
12. **CSV Import and Export.** Use CSV and 'comma' delimited files to import your existing list of users or to export the users on the 'Mass Mail' system for use in your in-house database. ' Mass Mail's database has a 'foreign key' to help keep multiple copies of databases synchronized without duplicating users.
13. **Attachments** can be uploaded and included in messages for download.
14. **Throttling** can limit the load on your server so it doesn't overload.
15. **Domain Throttling** limits the number of emails to specific domains to keep on the friendly side of their system administrators.
16. **Scheduled Sending** let's you tell 'Mass Mail' when the message is to be sent.
17. **PDF messages** can be automatically created and sent as attachments to ensure that your message is seen the way it was designed by all your subscribers, regardless of their email message reader.