



Addictivity Broadcast Email

Our broadcast email system offers everything you need to run successful broadcast email marketing campaigns.

Create and Send Email Campaigns

Import your custom HTML and CSS with a single click and use our integrated testing tools to make sure they look great in all email programs.

Manage Lists and Subscribers

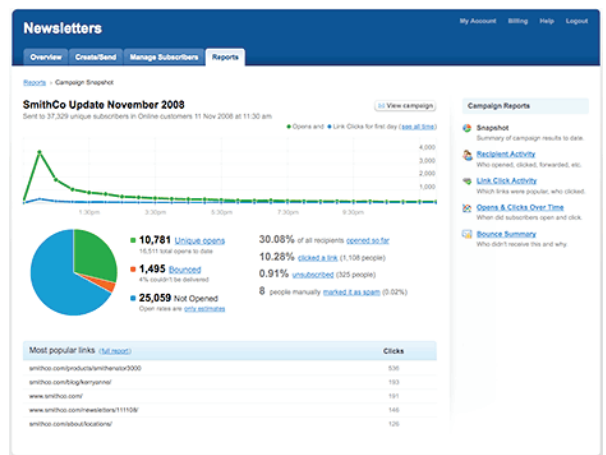
We take all the pain out of list management by handling the messy stuff like bounces and unsubscribes automatically. Whether you've got a small list, or need to get your hands dirty with segmenting and personalization, we've got you covered.

Reporting and Analytics

Great looking reports that let you measure the effectiveness of every campaign you send. Go beyond opens and link clicks and measure your campaign related sales, conversions and ROI with our Google Analytics integration. We even show you what email clients your subscribers are using.

Campaign Snapshot

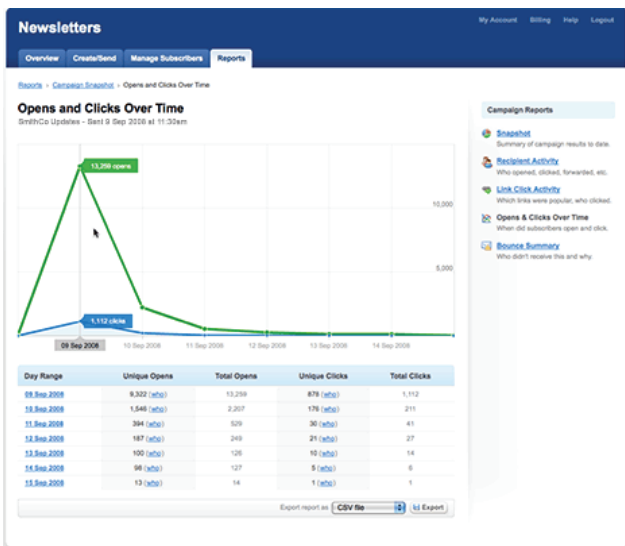
See how your email campaign has performed at a glance. Find out how many recipients opened your email, clicked a link, unsubscribed, forwarded your email to a friend and loads more.



Opens Over Time

Our simple Opens Over Time Report shows exactly who is checking out your email, how many times they're doing it, and when they did it. You can get an overview for the life of the campaign or drill down all the way to minute by minute detail.

"Simple to use, powerful and effective, email marketing at it's very best."



Recent Activity

Our recipient activity report lets you get down to some serious detail on your campaign. Easily see who opened, who clicked, who bounced and who unsubscribed. You can even search for a specific subscriber to see exactly what they did with your email.

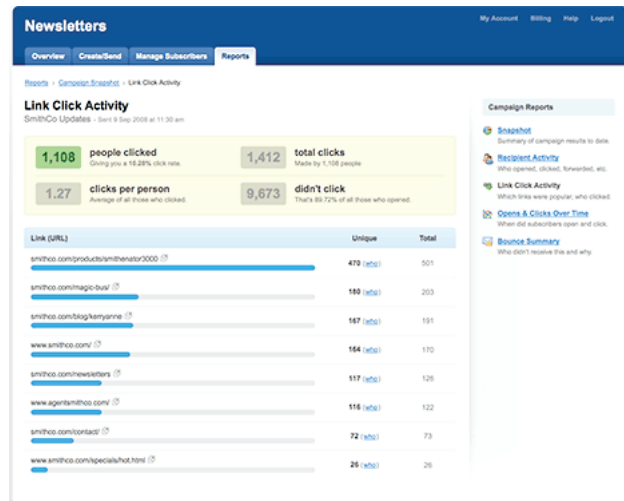
Email address	Name	Opens	Clicks
arvin.p@smithco.co.uk	Arvin Pichare	44	1 (nb)
richard.p@smithco.co.uk	Richard Pichare	41	0
dawn.m@smithco.co.uk	Dawn Mearns	39	1 (nb)
ben.v@smithco.co.uk	Ben Vickers	36	1 (nb)
eric.m@smithco.co.uk	Eric Monthead	26	1 (nb)
Mike.B@smithco.co.uk	Mike Bolton	25	4 (nb)
adrian.j@smithco.co.uk	Adrian Jackson	25	0
shirley.s@smithco.co.uk	Shirley Strangh	24	1 (nb)
hugh.b@smithco.co.uk	Hugh Bennett	23	1 (nb)
albert.p@smithco.co.uk	Albert Pichare	22	0

Link Activity

The Link Activity Report makes it very easy to see what your subscribers found most interesting, as well as who clicked and who did not.

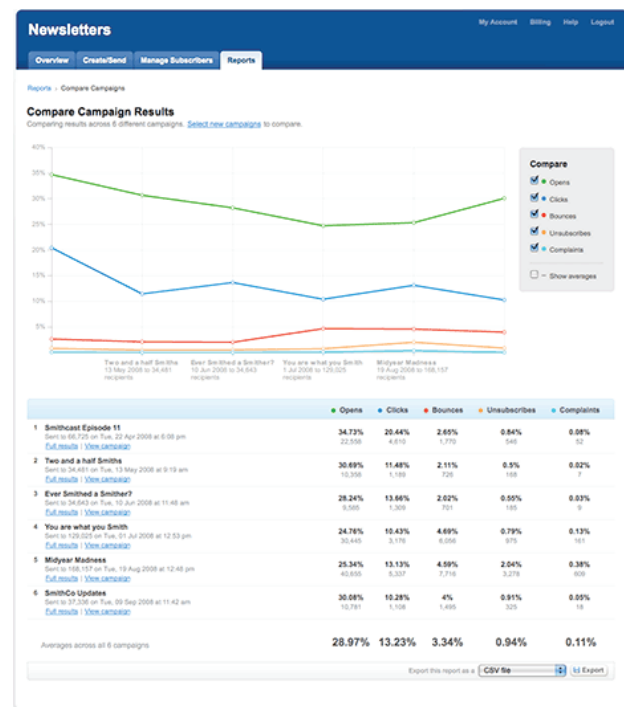
Bounce Summary

As well as automatically processing any bounced emails for you, we also tell you exactly why that subscriber bounced out of your list. Maybe we got an out of office reply, or perhaps their mailbox was full - whatever the reason, they didn't get your email and we'll tell you why.



Compare Campaigns

Easily compare any of your email campaign with each other. Is your open rate improving? Are you seeing less bounces over time?



Infrastructure and Deliverability

You probably don't ever think about things like fully redundant servers, enterprise class delivery engines and in-house deliverability expertise, right? Luckily for you, our developers can't get enough of it. All you need to know is, we've got you covered.

BENEFITS

Maintaining a Good Sender Reputation

Today, the most important factor in the delivery of your email is your sender reputation. If ISP's don't know you or don't like what you're sending, you won't be invited back. We're constantly working to ensure you can piggyback off our great reputation and give your campaigns the best chance of reaching the inbox.

Easily measure the success of your campaigns

If you know who opened your emails, what they clicked on, who bounced and who unsubscribed, you can start to understand who your audience really is, and what they are interested in.

For every campaign you send, we automatically creates reports that are:

- Easy to understand
- Automatically updated
- Simple to share with other people

Save time

What administrative work? Sending the email might not take too long (although it may crush your mail systems internally!). It's dealing with the results of your campaign that can eat up your time.

Subscribe and unsubscribe requests

Every time you send a campaign, some people are likely to want to get off the list. It may only take you a minute or two to deal with, but if you need to stop what you are doing and switch tasks, it adds up quickly. And what happens if you miss one and send to that person again?

People unsubscribe instantly from any email they receive, and your list is updated automatically.

Dealing with bounced emails

For any given campaign, you might expect up to 10% of the emails to be bounced back to you. That could be hundreds or thousands of emails you need to handle somehow.

Are they permanent bounces? Then should you remove them from your list? Or do you need to resend the email to them?

We instantly remove hard bounces, and re-send your campaigns automatically to addresses which soft bounce.

Dealing with spam complaints

Sometimes people forget that they signed up for your emails, and hit the spam button. Our system instantly removes people from your list when they make a spam complaint, ensuring they do not receive any more email.

Avoid hold ups on your own mail servers

We've heard of more than one marketing manager staying up till all hours trying to send email campaigns out without shutting down the company email network.

Let our servers handle that load for you.

Improve your deliverability

Your email campaign can only succeed if your recipients are actually able to read it. Using our system to send your campaigns can have a big impact on the number of people receiving the emails.

Whitelisting and feedback loops

We have relationships with major ISPs like AOL, Hotmail, Yahoo! and many more that mean our mail servers are recognized as legitimate senders of bulk email, so your campaigns have a much greater chance of being delivered.

Monitoring of blacklists

We continually check blacklisting services to make sure our servers are not being listed, something which is time consuming and complex to do for your own servers.

Specialized network of mail servers

Our mail servers optimize email delivery for particular recipient mail systems, throttling the speed of delivery to match acceptable levels for each system.

Use advanced options and smarter features

Personalization – Use custom fields to adapt your emails for individual subscribers

API – A programming interface to let you integrate with your own systems

Segmentation – Send focused emails to subsets of your full lists

Powerful import and export – Easily get your subscriber lists into and out of the system at any time

Archive your campaigns – Easily display your previous campaigns on your website



Constant improvement

A web based service can be updated with better performance, new features and smarter tools very quickly, and at no extra cost. You don't have to worry about having the wrong version, or getting out of date.

Secure, reliable and supported

Your valuable subscriber information and campaign details are kept safe in our data centers. With biometric security, uninterruptible power supplies and environmental control units, our physical security and reliability is state of the art.

We keep your data backed up and duplicated across our network at all times. Our hardware is completely redundant, meaning that even if one disk or server fails, nothing will be lost and the system will stay up.

Focus on your customers, not on your technology

Sure, you can use your own email client, or some other in-house tool to add your subscribers and deal with unsubscribe requests and bounces from bad emails all day.

But wouldn't you rather spend that time working on the email itself, crafting the message to better meet your customers requirements and tweaking subject lines and headlines to get better results?

Using an email service provider lets you avoid the mundane administrative work and concentrate on serving your customers better.

Associated Costs

We can set up an account for you to test at no charge - giving you the opportunity to check out the system before making any commitment.

When you are ready to send out an email newsletter, you have two options.

Pay as you go

This option means you simply pay per email campaign and per recipient.

The cost is £5 per email campaign and £0.01 per recipient. So an email campaign to 1,000 subscribers will cost £15

Monthly subscription

We also offer a subscription service that allows you to send unlimited emails to your subscribers for a low monthly fee that is based on the amount of subscribers you have.

0 - 500	£25 a month
501 - 2,500	£40 a month
2,501 - 5,000	£70 a month
5,001 - 10,000	£100 a month
10,001 - 25,000	£185 a month
25,001 - 50,000	£350 a month

For more information please contact Addictivity
tel: +44 (0) 845 838 6718 fax: +44 (0)845 838 6719
hello@addictivity.com www.addictivity.com