

## Datasheet // Email

Broadcast email delivery

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# 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.



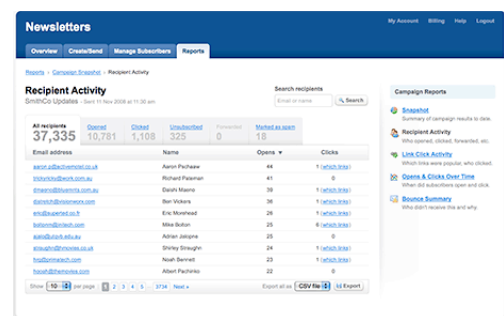
## Opens Over Time

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.



## Recipient 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.



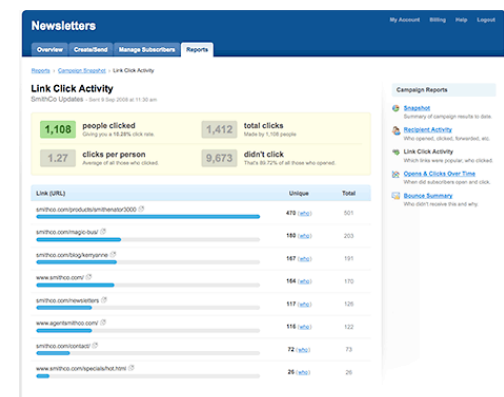
**Recipient Activity**  
SmithCo Updates - Sent 9 Sep 2008 at 11:35 am

Summary: All recipients 37,335; Opened 10,781; Clicked 1,108; Unsubscribed 325; Forwarded 0; Mailed as Bounced 10.

| Email address          | Name         | Opens | Clicks  |
|------------------------|--------------|-------|---------|
| eric@smithco.com.au    | Eric Pugh    | 44    | 1 (96%) |
| richard@smithco.com.au | Richard Pugh | 41    | 0       |
| dean@smithco.com.au    | Dean Moore   | 38    | 1 (96%) |
| eric@smithco.com.au    | Eric Pugh    | 36    | 1 (96%) |
| eric@smithco.com.au    | Eric Pugh    | 28    | 1 (96%) |
| eric@smithco.com.au    | Eric Pugh    | 25    | 6 (96%) |
| eric@smithco.com.au    | Eric Pugh    | 25    | 0       |
| eric@smithco.com.au    | Eric Pugh    | 24    | 1 (96%) |
| eric@smithco.com.au    | Eric Pugh    | 23    | 1 (96%) |
| eric@smithco.com.au    | Eric Pugh    | 22    | 0       |

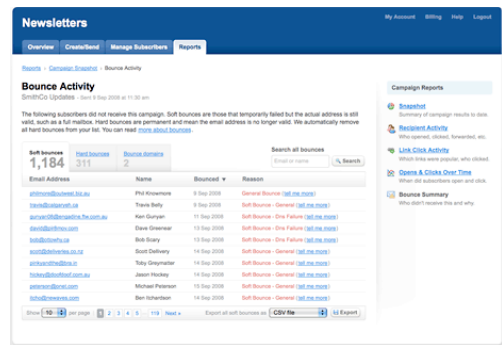
## Link activity

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.



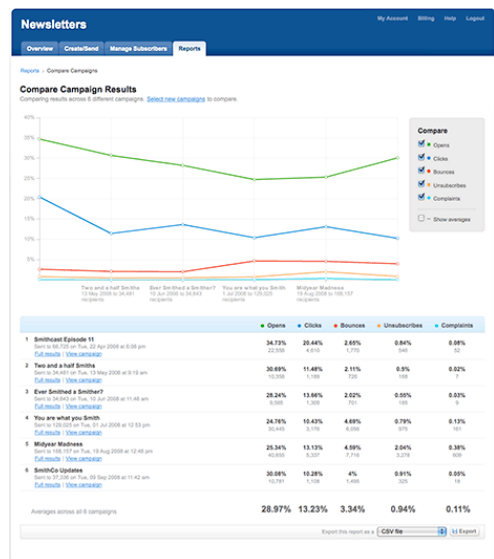
## Bounce Summary

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 & 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.

## 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.

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