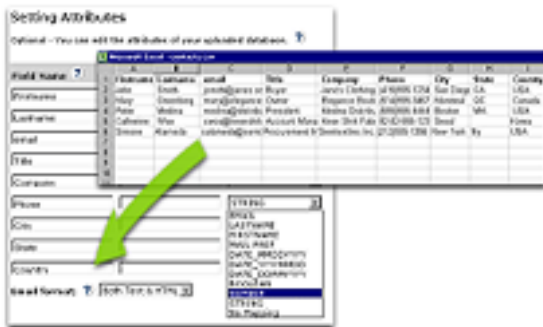# Campaigner™
Features & Benefits

The power of Campaigner

Learn how Campaigner's features and benefits can help you create, send and measure email campaigns quickly and easily. Campaigner's affordable, Web-based email marketing tools help boost sales, generate leads and build brand.

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Features
and Benefits
Email marketing just got smarter

Customizable Attributes

Your contact lists can include many more attributes than just email addresses with Campaigner's multiple contact database fields. To discover how easy it is to give all your messages that personal touch, simply add multiple attributes in your contact database to include information like first names, company names, product preferences, sales representative names and much more. Attributes help build message appeal by showing your contacts that you respect and understand their individual interests and needs.

Fill-in-the-blank Templates

Fill-in-the-blank templates make it a breeze for anyone to create sophisticated newsletters and promos that include logos, pictures and more - without any previous experience in design or HTML. Changing colors and sizes, adding or deleting sections are just a click away. Plus, to ensure brand and maximize productivity, Campaigner lets you store, copy and modify campaigns at anytime in your own personal and secure online account.
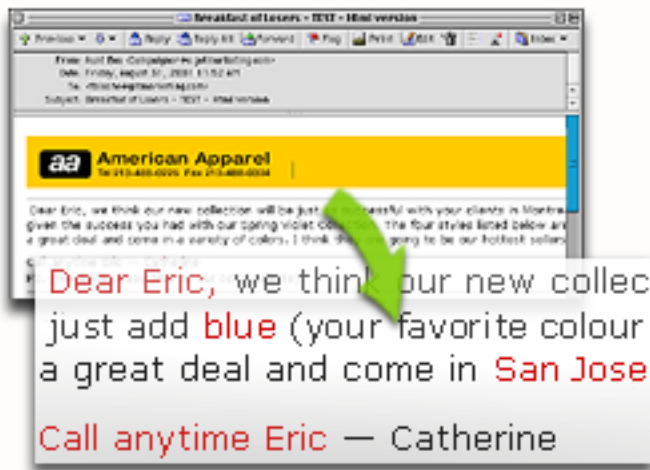
HTML or Text Messages

You've got options when it comes to creating your email content. Upload an existing Text or HTML file you've previously created, enter entirely new content with the help of user-friendly wizards, or do both. You can also create as many different versions as needed for each separate affinity group. Campaigner's List Manager will instantly match each different version to its intended contact list.

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Viralocity™

Turn your email campaign into a viral campaign! Add customizable 'Forward' links to have your message reach additional people - backed by the power of a referral. Add 'Subscribe' links so that new recipients can sign up to hear from you directly, making your list grow even faster. You'll get detailed reports on total recipients, clicks, forwards, new subscribers, and more.

Personalized, Targeted Messages

Acknowledge customer names and cater to their personal preferences and interests with Campaigner's fully customizable, multi-level personalization feature. Studies show that personalized marketing is an effective way to improve response rates.

Build and Manage Contact Lists

List building is easy with GotBuilder - a free and handy tool that automatically requests, collects and stores Website visitors' contact information. Using your own permission-based list is the best starting point for any email campaign.

Immediate Delivery

Email campaigns can be delivered in a fraction of the time of traditional direct marketing campaigns like 'snail mail', fax or telemarketing. With Campaigner, you can launch campaigns quickly since scheduling opportunities are available every 15 minutes 24/7. Campaigner is ideal for anyone with tight timelines.

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Time-saving List Management Tools

Special built-in filters and automatic replies systematically handle the tasks of unsubscribe requests, bounces and auto-replies from customers. With most other email software, operators are forced to handle these tasks manually for hundreds, sometimes thousands, of emails.

Real-time Results

Measuring traditional direct marketing campaigns can be a challenge. Campaigner gives you instant real-time reports that track the number of emails sent, received, opened, replied to, and more. Reports on link activity are also provided - click-through rates, percentages, frequency, etc. The reports can be saved, printed, forwarded on to colleagues, or simply viewed right online in your personal and secure account.

For more information visit us at www.gotcorp.com
Email us at sales@gotcorp.com
Call us at 1-888-845-4544