



Your Professional
E-mail Marketing
Solution

INSECON mailcompiler

Features Overview

INSECON's *mailcompiler* allows you to set up stand-alone and newsletter campaigns. After convenient test runs, you determine when mail is to be sent while you watch the results in real time on your personal account. The following two pages are an overview of all the features included in our professional e-mail marketing solution.

"Permanent control ensures security"

ASP Service

- Convenient use as hosted renting solution
- High send-out capacity
- Whitelisting at all major ISPs
- Login in German or English available
- Comprehensive online assistance

"Our solution may be complex, but it is simple to use"

Operation and Production

- Administration through web interface
- Self-describing user surface
- Multiple client handling through flexible right management
- Template engine
- Content management with individualized themes

"The best marketing campaign is worthless without a good database"

Data and Address Management

- Simple import and export for addresses and profiles
- Subscribe/unsubscribe by using web forms
- Syntax check at address import
- Duplicate check with address import
- Blacklist handling (Robinson List)
- Database field can be defined freely
- Freely selectable opt-in (single, confirmed, double)
- Web form production by mouse click
- Dialogue texts freely configurable
- Several mailing lists can be handled at once

"Top-level personalized content, combined with accurate timing"

Send-out

- Solution for stand-alone or/and newsletter campaigns
- Send-out formats TXT, HTML or Multipart freely selectable
- Freely selectable mailing and reply-address/reply-name
- Individual subject, greeting, and content
- Individualized HTML online view (for text receiver)
- Send-out tailored to target group segmentation
- Quality control through preview and test runs
- Timing of send-out as needed

"Qualified bounce management maintains the quality of your address database"

Bounce and Unsubscribe Management

- Comprehensive bounce management
- Detailed evaluation of bounce reasons
- Bounce processing through evaluation system
- Automatic address clearing
- Separate collecting and deleting of unsubscribes
- Selection of opt-out (single, confirmed, or double)

"We provide you with seamless reports. See for yourself"

Real-time Online Reports

- Campaign process on one view
- Bounce reporting with detailed bounce reasons
- Evaluation of unique and total open
- Evaluation of unique and total clicks
- Logging of the first click
- Provider and domain statistics
- Detailed subscribe and unsubscribe statistics
- Forecasts and prognoses for distributor development
- Graphic representation of results
- All diagrams and statistics can be exported for presentations

"The security of your data and instant support are very important to us"

Security and Support

- Modern hosting environment with access control
- Permanent electricity and climate control
- Secured data communication / SSL coding
- Regular system updates and back-ups
- Free e-mail and telephone support

Our team will be glad to answer any questions you have. If you would like to run a test login or receive a guided online tour through INSECON's *mailcompiler*, please let us know.

We look forward to hearing from you!

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