

# Inxmail Professional 3.8.2

Overview of functions



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Over 1,000 companies worldwide put their trust in Inxmail Professional, the well-proven, innovative email marketing solution. You too can benefit from professional email marketing based on cutting-edge technology!

### Advantages for you

#### **Lease or buy**

The lease option allows you to get started straight away, without having to worry about the technology. Our experts ensure that your mailing is sent off without a hitch. Of course, you can also purchase the licensed version of Inxmail Professional at any time.

#### **High security standards**

Thanks to the innovative "Java Smart Client" user interface and a mail server that is constantly monitored, total data security and operational reliability are guaranteed.

#### **Customised design**

Customise your mailings conveniently to match your corporate design with the help of intelligent design templates. No HTML knowledge is required.

#### **Maximum personalisation**

Address your recipients personally – in everything from the subject line and text right through to images and attachments. Your readers will be particularly impressed by the personalised vouchers sent as a PDF attachment.

#### **Highest deliverability**

Benefit from quality tests, which alert you to potential delivery problems even prior to dispatch and offer you suggestions on how to optimise your mailing. In addition, the certified high-performance mail server ensures that your mailings are sent securely.

#### **Viral campaigns**

Take advantage of a high distribution rate and a high level of attention for your newsletter on social networking sites. Your recipients can share newsletter articles on Facebook, MySpace, LinkedIn and Twitter at the click of a mouse.

#### **Wide range of integrations**

Integrate your eBusiness solutions with Inxmail Professional. This is the best possible starting point in order to focus email campaigns on your customers in an integrated way.

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**Inxmail Professional offers you maximum flexibility and security for professional email marketing:**

### Applications

- Option to select either the lease (ASP) or purchase version (licence) of Inxmail Professional
- Can be used internationally thanks to multi-language interface in German, English, French, Italian, Spanish, Polish, Czech and Turkish
- Enterprise version for high-performance applications in large companies and corporations
- Integrated online help, comprehensive manual as well as access to the knowledge platform, Inxmail Community
- Comprehensive and customised support service with rapid response times

### Security

- Security, stability and ease of use are guaranteed by the innovative "Java Smart Client" user interface
- Problem-free dispatch thanks to failsafe connection to mail and database servers
- Warnings against blacklist entries from the Inxmail Abuse Team and Blacklist Monitor Service
- High deliverability, since Inxmail GmbH is certified as a reputable sender with the most important Internet service providers (Certified Senders Alliance)
- International deliverability due to membership of the largest whitelist programme worldwide, Return Path (Sender Score Certified)



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The email marketing solution covers all the functions that are required of a modern email marketing system. Here is an overview of its functions.

### Recipient management

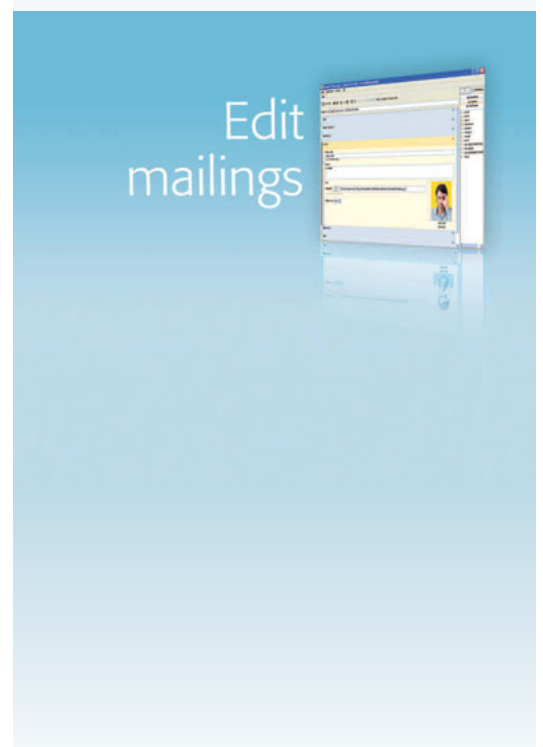
- Create web forms for subscriptions and unsubscriptions with Customer Self-Service
- Conveniently import and export an unlimited number of recipients
- Profile enrichment using automated self-service features
- Legal certainty by recording subscriptions and unsubscriptions and blocking recipients using an internal blacklist
- Automated synchronisation of recipient data with third-party systems

### Target groups

- Recipients can be segmented into a variety of target groups
- Target groups can be assigned for subject lines, articles, mailings and attachments
- Option to use individual responses for automated follow-up campaigns, e.g. lifecycle emails

### Mail editing

- Implement mailings for every occasion easily, e.g. newsletters, event mailings as well as automated eLearning courses, surveys and trigger emails
- Create mailings and dynamic landing pages to match your corporate design using intelligent design templates
- Option to choose between text, HTML and multipart formats
- Versatile personalisation options for salutations, content, subject lines, PDF attachments and much more
- Enter text in all character sets, even Russian and Chinese
- Quick formatting of text passages with integrated HTML commands
- Insert social buttons for viral distribution on Facebook, MySpace, LinkedIn and Twitter
- Integrate dynamic content from content management or editorial systems
- Templates for survey campaigns, subscriptions/unsubscriptions and profile management pages and mail archive on websites



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### Quality assurance

- Extensive quality assurance tests prior to dispatch
- Editorial approval by colleagues, supervisors or customers
- Display test of the mailing in various email programs (web, desktop and mobile clients)
- Secure delivery thanks to spam, phishing and SPF checks
- Freely definable profiles for testing personalisation options
- Integrated preview of HTML mailings with blocked images

### Sending options

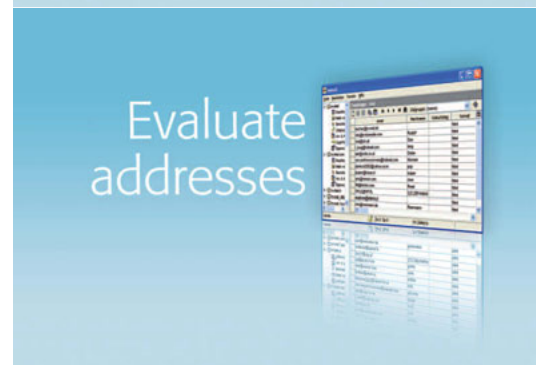
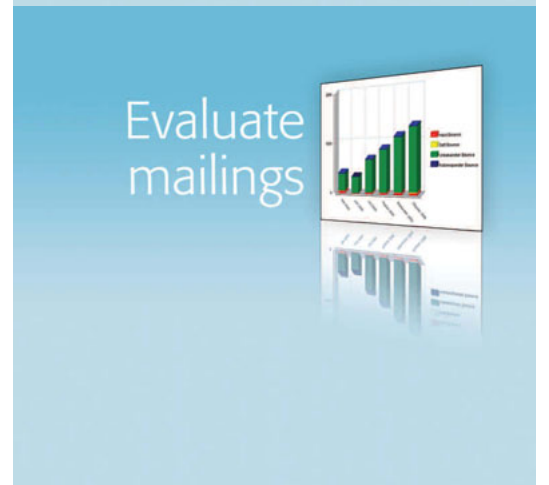
- List split for testing responses to different mailing versions
- Sending capacities in excess of 1 million emails per hour, option to limit as desired.
- Time and target group oriented sending
- Multi-stage campaigns with automated bulk emails
- Sending of SMS, MMS and faxes via gateways

### Reports and performance monitoring

- Real-time reporting on the most important key figures in email marketing
- Visual link evaluation of click rates on the newsletter interface (Overlay Report)
- Comparative analysis for mailings and target groups
- Reports can be conveniently exported for presentations
- Subscription and unsubscription statistics for recipient data
- Mail server statistics

### Returns management (bounces)

- Automated processing of undeliverable emails (list hygiene)
- Categorisation and forwarding of recipient reactions
- Comprehensive bounce management



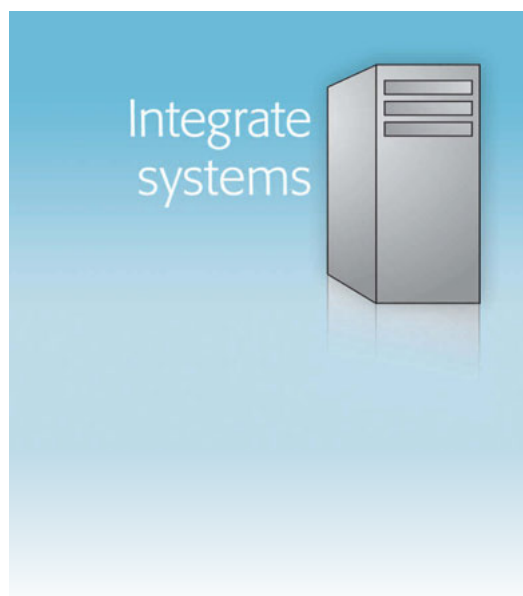
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## Overview of functions



### IT connection and integrations

- A-Connection to IT solutions with Inxmail Professional API (for Java, PHP 5 or .NET)
- Existing integrations to Microsoft® Dynamics CRM, Drupal, CAS genesisWorld and OXID eShop as well as to social networking sites such as Facebook, MySpace, LinkedIn and Twitter
- Plug-in interface offers many options to enhance Inxmail Professional to include additional customised functions, e.g. geomarketing, spell check and automated reports
- Inxmail Professional DBSync for automated synchronisation of recipient data from external databases with Inxmail Professional



Inxmail GmbH

Wentzingerstr. 17  
79106 Freiburg  
Germany

Phone: +49 761 296979-0  
Fax: +49 761 296979-9

info@inxmail.com  
www.inxmail.com