# JAM
## SOFTWARE

# Smart **Serial Mail** v7

Create and send personalized serial emails
and newsletters

To make sure your serial emails stand out of the ever-gro-
wing flood of newsletters, they should not only feature an
appealing design, they also have to be personalized.

With SmartSerialMail you can easily create personalized newletters,
business letters or info mails and send them automatically to large
recipient lists.

Strenghten the connection to your customers by adressing them with
their first name or offer tailor-made bonuses based on their last or-
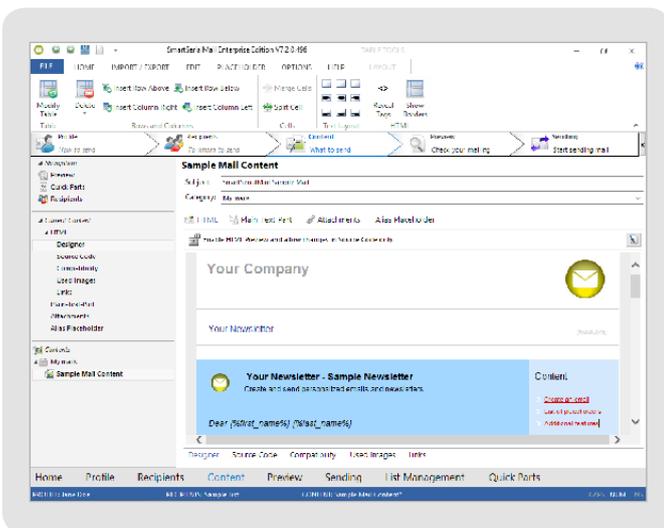ders at your shop.

The serial mailer is available in a Small Business and an Enterprise
Edition.

**Powerful email marketing with SmartSerialMail:**

› Send personalized newsletters & serial emails.

› Use the comfortable HTML editor.

› Save time with adaptable quick parts* and placeholders.

› Import, filter* and update* recipient lists from a broad range of file
formats and databases.

› Compare your recipient lists with blacklists to increase the rate of
delivery.

**Compose and send your mails in just a few steps:**

| | |
|---|---|
| 1 | Create sender profile |
| 2 | Import recipient list |
| 3 | Compose personalized email (HTML or plain text) |
| 4 | Preview and test |
| 5 | Send |
| 6 | Returns management* |


*User interface of SmartSerialMail with sample newsletter*

\* These features are only available in the Enterprise Edition.

## test. buy. enjoy.

## Large Recipient Lists

The integrated database simplifies the management of recipient lists – regardless of their size. A step-by-step assistant directs you through the import process. Simply import existing recipient data from several file formats:
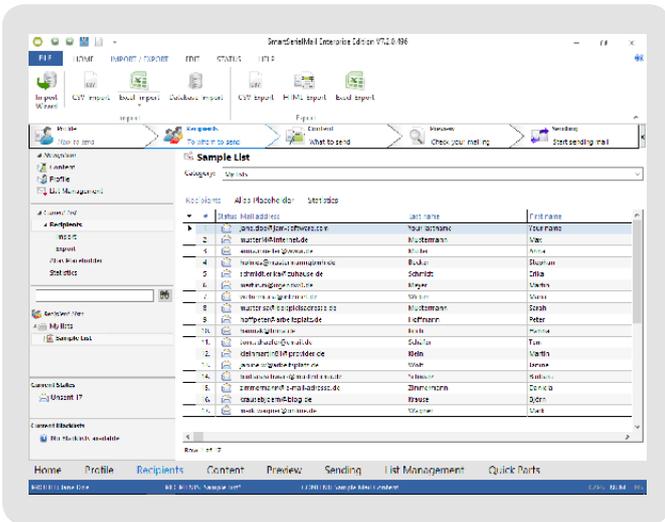
> Microsoft Excel

> Microsoft Outlook / Outlook Express

> text / CSV files

> almost every known database

With the One-Click-Import you can quickly load frequently used recipient lists again from the same location.



*Imported recipient list in SmartSerialMail*

## HTML and Personalized Quick Parts and Placeholders

The integrated HTML editor offers you all the comfort of a word processor. A plain text mart (generated automatically or manually) ensures that your email can be displayed in all mail programs. File attachments can be compressed, thus significantly reducing the size of emails.

With predefined placeholders for frequently occurring text parts (e.g. first and last name) you can save time and still address each recipient personally. In the Enterprise Edition you can create your own quick parts and add individual file attachments. The highly flexible placeholder logic even offers conditional placeholders.

When sending out emails SmartSerialMail automatically replaces the templates with the corresponding personalized texts, graphics or attachments.

## Preview Content

Review and optimize the look of your mailing before starting the final sending task thanks to the preview feature: view the email in your standard mail program or send a test message to an email address of your choice (independent of the selected recipient list).

## Track Transmission in Real Time

The dispatch report offers detailed log entries, allowing you to review each sent email. For a quick overview simply refer to the summary. It contains the number of sent, skipped and unsent message as well as the length of transmission.

Interval sending ensures optimal utilization of server ressources. In the Enterprise Edition you can choose additional sending options: In addition to sequential and parallel processing, you can also send your newsletters at a predefined date and time.

Since the dispatch is realized in the background, your mails will be delivered even when the program is closed.

## Returns Management

In the Enterprise Edition SmartSerialMail offers automatic returns management:

> Collect permanently undeliverable messages („bounces")

> Manage subscriptions and cancellations of your newsletter

> Send out and manage confirmation emails for new subscriptions

You can either connect SmartSerialMail to your existing opt-in process or create a new one from scratch. Somebody does not want to receive your emails? Simply use blacklists and always keep your recipient lists up-to-date.

The synchronization of your recipient lists with blacklists increases the rate of delivery and reduces the possibility that your newsletter will be falsely marked as spam.

**System Requirements**

Compatible with all Windows versions **currently supported by Microsoft** (32/64 Bit).

**Word Import & Bounce Management Outlook:**

Microsoft Word/Outlook 32 Bit only.

**Download a free and fully-functional trial version of SmartSerialMail (valid for 30 days) with all features included in the Enterprise Edition on www.jamsoftware.com/smartserialmail.**

# test. buy. enjoy.

**JAM**