

AHOY.COM™

Contact & Broadcast Email Manager Solution

Feature List

The AHOY.COM Contact & Broadcast Email Manager Web solution includes comprehensive features and functionality to build a database of contact information, prepare broadcast email messages, and manage targeted email campaigns from an intuitive administration interface.

Like all AHOY.COM solutions, the Contact & Broadcast Email Manager Web solution pages are integrated seamlessly into a new or existing Web site design and are built to evolve in unison with the rest of the Web site. The database within the Contact and Broadcast Email Manager is administered from an interface that is accessible from any Web browser, giving Web site's administrator control over the database. He or she can upload a batch of contact information, create extracts of the database, add customized subscriber attributes, and create and send tailored HTML and/or text email broadcasts – all in real time.

Contact Database Management

- Easily locate records in the database by searching on customer name, email address, company or title.
- Add, edit or delete records in the contact database.
- User-definable fields support your specific data collection requirements.
- Easily change a customer's profile to receive or not receive broadcast email from you.
- Upload a batch of records to the database from a comma-delimited or tab-delimited file.
- Export database records to a spreadsheet for other uses such as print mail campaigns.

Targeted Email Campaigns

- Send text and/or HTML-formatted email messages to subscribers who have 'opted in'.
- Messages may be customized to contain the recipient's name, company, or other data fields.
- Easily upload images for use in HTML email campaign messages.
- Automatic link tracking and counting for email campaign messages.
- Email messages can be directed to a targeted audience based on attributes used to identify specific subgroups within the database.
- A test email can be sent only to designated test recipients prior to sending to the entire email campaign list of subscribers.
- A bounced message results in deactivation of the subscriber's record. Future campaigns will not be sent to that subscriber until the email address is updated.

Reporting and Tracking Functions

- Reports are created for each email campaign including: messages sent, messages received, messages opened, and click-thrus for all links in tabular and graphical format.
- Monitor click-thrus for each link in an HTML email and the recipients who opened the email, then clicked links.
- Reports can be exported to a spreadsheet file.
- View a report of subscribe and unsubscribe activity by date range.

Standard Setup

- Set up of the standard contact/subscriber page that collects general demographic information.
- Includes an Unsubscribe page for individuals who want to 'opt out' of a mailing list.
- Select the colors used for the contact/subscriber form for display of text and navigation.
- Add a logo image that will be displayed in the upper left hand corner of the contact/subscriber form and the response page.

Enhanced Customization Options

- In addition to the standard setup, the appearance and layout of the Contact and Broadcast Email Manager page(s) are controlled by templates that we can modify to a client's specific requirements.
- Creation of a client-specific contact/subscriber page(s) with customized fields.
- Customized attributes may be added to so that visitors to the Web site who complete the contact/subscriber page can identify their interests. NOTE: This feature enables you to send targeted email to selected subscribers.
- Integration into other AHOY.com solutions so that a common database is used to capture contact and subscription information throughout the Web site. An example of this option is the integration of the contact/subscriber form into the AHOY.COM eCatalog & eCommerce Solution.
- NOTE: Since a client's needs are unique, the fee for each enhanced customization effort varies.

For additional information about implementation of an AHOY.COM Contact & Broadcast Email Manager Web Solution into your Web site please contact:

Fishnet NewMedia
AHOY.COM Web Solutions Team
180 State Road, Suite 3U
Sagamore Beach, MA 02562
508-888-3456

Custom AHOY.COM Web Solutions:

eCatalog & eCommerce
Recipe Manager
FAQ Manager

Contact & Broadcast Email Manager
Photo Library
News Manager

eCalendar
Document Library
GeoJobs

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