



RDW Web Design

www.rdwwebdesign.com

## RDW Email Marketing Features

*RDW Email Marketer includes everything you need to create, send and track professional HTML emails. It is fully-featured email marketing software which has been developed by marketing experts and includes the following useful features:*



### Email Design Features

#### Email Templates



Choose from dozens of beautiful, industry-specific email templates to get started creating your email.

#### Upload or Import Content

As well as using the WYSIWYG editor, you can upload your existing email campaign from your computer or import it from a web page.

#### Design Once, Please Many

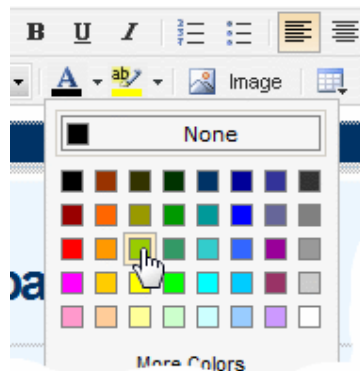
Our templates have been tested to work in all popular email clients (including Yahoo, Hotmail, Gmail and Outlook), meaning your contacts see your email message exactly as you intend it to be seen.

#### Easily Upload Images

Upload as many images as you like into your email campaigns. Unlimited free image hosting is included with every account.

#### Easy WYSIWYG Editing

Use the built-in WYSIWYG editor to make changes to your email campaigns. You can format text, upload and insert images, add links and more.



#### Popup and Inbox Previews

See exactly how your email will look before you send it. You can view a preview in your web browser or even email it to yourself.

#### Use Your Existing Template

There's no need to design your email template from scratch. You can upload or copy+paste your existing template (with images) into RDW Email Marketer in just a few seconds.

#### Email Personalization

Personalize your email with two clicks using custom fields such as first name, age or company name. It works the same as a mail merge in Microsoft Word!



#### Advanced HTML Editing

Advanced users have full access to customize the HTML of their email campaigns, right from the WYSIWYG editor's "source" tab.

#### RSS Archive of Sent Emails

RDW Email Marketer automatically creates an RSS archive of emails you send, making it easy for you to display the archive on your website or anywhere that supports RSS.

#### Anchor Links

Anchors allow you to insert a link from one section of your email campaign to another, such as from the table of contents to a paragraph further down in the email.

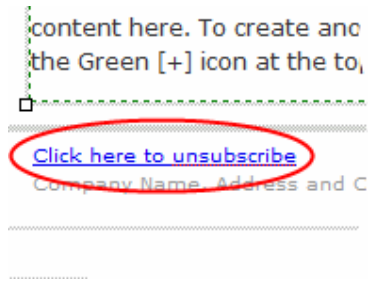


## Email Campaign Features

### Easy, Automatic Unsubscribes

The "Insert Unsubscribe Link" button makes it easy to add an unsubscribe link to your email campaign, which is required by law in most countries.

Also, all unsubscribe requests are processed for you automatically giving you and your subscribers peace of mind.



### Campaign Optimization Tips

Right from Big Commerce you can view tips, tricks and advice to make sure your email campaign is optimized before sending. Learn how to improve subject lines, what time works best for sending and more.

### Automatic Bounce Handling

Bounced emails (both soft and hard) are processed and removed from your list for you automatically, meaning your list is always clean.

You can also export a list of which email addresses bounced and see both soft and hard bounce details.

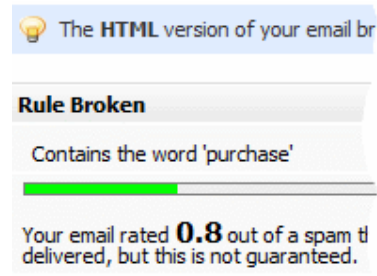
### Upload & Send Attachments

The software includes full support for uploading and sending attachments along with your emails.

### Embed Images As Attachments

When sending a campaign you have the option to embed images as attachments, meaning your email can be viewed (once downloaded) without an internet connection.

### Free, Built-In Spam Checking



Your email is analyzed for known spam keywords and the spam report shows you exactly what needs to be changed, ensuring your email is delivered to as many of your subscriber's inboxes (and not junk mail folder) as possible.

### Forward to a Friend Link

Encourage subscribers to share your email by including a "forward to a friend" link in your email. You can even see a report on who forwarded your email to a friend and when!



### No Duplicate Emails - Ever

You never have to worry about duplicate emails with RDW Email Marketer. We guarantee you'll never find a duplicate email address in your list.

### Send Now or Later

With full support for scheduled sending, you can blast your email out immediately or schedule it to go out at a later more convenient time.

### Send to Multiple Lists at Once

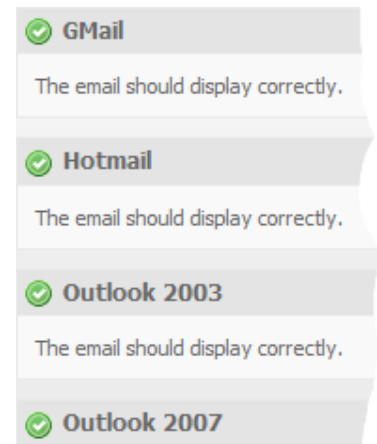
Easily send your email campaign to multiple contact lists in one send. Duplicate emails are removed automatically before sending.

### Automatic Inbox Preview

For maximum impact and click thrus it's important that your email looks the same in all of the popular email clients, which isn't always easy.

Luckily RDW Email Marketer's inbox preview tool shows how your email will look in all of the popular email clients (Yahoo, Gmail, Hotmail, Outlook, etc).

If something is found to be out of place, you're shown exactly what to change to ensure maximum inbox compatibility.



### HTML, Text or Both (Multipart)

Create beautiful HTML emails, informative text emails or both using the integrated campaign editor. Multipart emails are sent as HTML and text and your subscriber's email client will show whichever version it supports best.

### CAPTCHA Form Support

Eliminate automated submissions from your website signup form by enabling CAPTCHA form support.

### Pause & Resume Sending

From the "Scheduled Emails" page you can see a list of emails waiting to send and you can even pause and resume emails that have started sending.



## Autoresponder Features

### Create Multiple Autoresponders

Autoresponders are emails which get sent to a contact after they've been on your list for a certain time, such as 24 hours or 2 weeks.

RDW Email Marketer allows you to create multiple, sequential autoresponder emails for each of your contact lists.

Name ↑ ↓	Sent ↑ ↓
Message #1	Immediately after signu
Message #2	24 hours after signup
Message #3	48 hours after signup
Message #4	168 hours after signup
Message #5	672 hours after signup

### Filter the Recipient List

You can assign an autoresponder to your entire list or only a portion of it, such as those in New York with under 10 employees or leads from last week's trade show who have ticked the "Send me more information" box on your signup form.

This means you can assign multiple autoresponders to one list based on custom filters instead of separating your contacts across multiple lists.

### HTML, Text or Both (Multipart)

Create beautiful HTML emails, informative text emails or both using the integrated campaign editor. Multipart autoresponders are sent as HTML and text and your subscriber's email client will show whichever version it supports best.

### Open/Link/Unsubscribe Reporting

Just like email campaign statistics you can see who opened your autoresponder, which links they clicked on and more, including unsubscribe and bounce reports.

Statistics Snapshot	
Email Subject	<a href="#">Attend a free</a>
Contact List	Trade show lea
Sent To	15,628
Sent When	48 hours afte
Created By	<a href="#">Michael Citizer</a>
Opened	<a href="#">4,302 Total O</a>
Bounced	31



## Contact Management Features

### Full List Management

You'll always be compliant with spam laws and best practices thanks to RDW Email Marketer's automatic handling of opt-ins, unsubscribe requests and bounced email cleaning.

### Add or Import Contacts

Type in contacts details one by one or even import existing contacts from Microsoft Excel, Outlook or a CSV file.

### Website Signup Forms

Easily create customized signup forms with your company's color scheme to add to your website.

### Unlimited Custom Fields

Create multiple custom fields to store additional information about contacts such as location, interests,

### Create Multiple Contact Lists

Create as many contact lists as you need, allowing you to group contacts based on type or lead source, such as "newsletter subscribers" and "sales leads".

<input type="checkbox"/>	Newsletter list (1,504 active confir
<input type="checkbox"/>	Customer list (820 active confirme
<input type="checkbox"/>	Trade show leads (72 active confir
<input type="checkbox"/>	Product demo leads (932 active co
<input type="checkbox"/>	Partners list (32 active confirmed cc

### Double Opt-In Confirmation

Keep your list clean and follow best practices by requiring new subscribers to click a link in an email (generated and sent automatically) to verify they want to join your list.

### One-Click Unsubscribe Links

Automatic unsubscribe links in your emails give subscribers peace of mind and help you more than comply with CAN-spam laws.

### Powerful List Segmentation

Filter contacts across multiple lists based on common attributes such as location or interests and send emails to each segment.

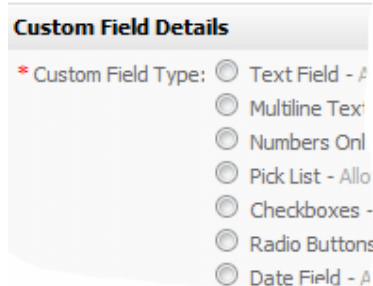
Segment Rules			
* Filter Contacts	Birthday	▼	is aft
	Country	▼	is
	Email Add	▼	is

### "Do Not Mail" List

The built-in email suppression tool allows you to keep lists a list of contacts who shouldn't (and won't) be

last name, phone number and more.

You can then add custom fields into your email campaigns to personalize them, similar to a mail merge in Microsoft Word.



### Modify Subscription Details

Each contact on your list can modify the details of their subscription, such as email address, first name, preferences and more.

### Bulk Remove Contacts

Remove large groups of contacts from your list by typing in their email addresses or uploading a file.

You can remove contacts permanently or mark them as unsubscribed so they won't receive any new emails you send out.

sent your emails under any circumstance.

### Customizable Contact Views

When viewing your contact list in "grid mode" you can choose which of the contact's details appear in the grid, giving you the details you need quickly.



## CAN-Spam Compliance Features

### One Click Unsubscribes

The "Insert Unsubscribe Link" button makes it easy to add an unsubscribe link to your email campaign, which is required by law in most countries.

Also, all unsubscribe requests are processed for you automatically giving you and your subscribers peace of mind.

### Automatic Bounce Handling

Bounced emails (both soft and hard) are processed and removed from your list for you automatically, meaning your list is always clean.

You can also export a list of which email addresses bounced and see both soft and hard bounce details.

### Contact Details in Footer

RDW Email Marketer allows you to enter your complete company contact details which can be added to the footer of every email you send. This helps subscribers remember who you are and why they joined your list, and reduces the chance of your email being marked as spam.

### "Do Not Mail" List

The built-in email suppression tool allows you to keep lists a list of contacts who shouldn't (and won't) be sent your emails under any circumstance.

### Double Opt-In Confirmation

Keep your list clean and follow best practices by requiring new subscribers to click a link in an email (generated and sent automatically) to verify they want to join your list.

