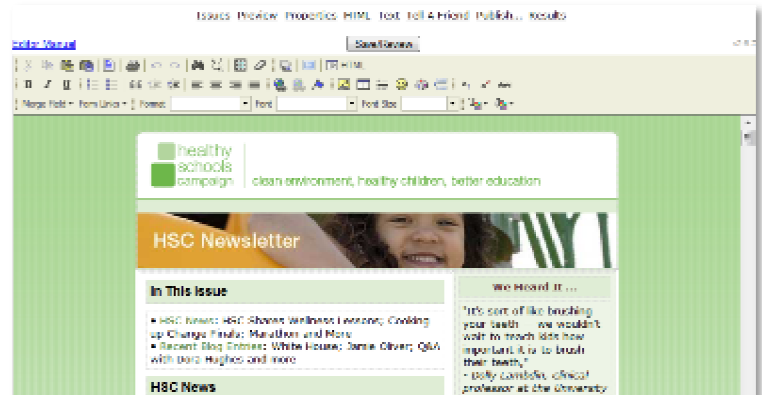


# e-Marketing Module

Our e-Marketing Module is more than a bulk email tool. It's a powerful, flexible e-Marketing system that is fully integrated with the Databank CRM.

## HTML editor

- Easily create HTML formatted messages, through a What-You-See-Is-What-You-Get interface.
- Use images, tables, background colors, bookmarks and hyperlinks, to create your own templates to match your organization's letterhead or web site.
- Requires no downloads and works with virtually any web browser (IE, Firefox, Safari, Opera, Mozilla) and operating system (Mac, Windows).



Create full featured e-newsletters in an easy to use HTML editor

*"One of the things I love the most about thedatabank is that the online database and the offline database are one. I just can't fathom why anyone accepts having to download from offline to online for an eBlast, and then back to the offline to update it."*

~ Ken Scott, WDCB Public Radio

## Deliverability

In order to optimize the speed and success rate of messages delivered, thedatabank actively monitors and fine tunes the system, and maintains relationships with the major ISPs. Our e-Marketing Module links to a free spam analysis tool, and we provide training and written advice for clients on how to avoid spam filters and comply with anti-spam policies. Bounces are handled automatically, and bad email addresses are flagged in the Databank and removed from recipient lists.

## Targeting and personalizing messages

Since the e-Marketing Module is integrated with the Databank, you can send a message to any selected list. You are not limited to predefined distribution lists. Simply query based on any field or combination of criteria in your Databank; including interests, demographic information, past participation, and membership status. Then send a message to that targeted list. Messages can be personalized by merging in details from your Databank. Add a personal touch to the subject line and the body of your message by inserting the recipient's first name. You can also insert other contact information, and even donor information such as the most recent gift amount and date. (Donor information requires the Fundraising Module.)



## Tracking

For each message, you get a report showing:

- Total sent and ability to drill down to recipient list
- #, % and names of members who opened
- #, % and names of members who clicked on each hyperlink
- #, % and names of members who forwarded to a friend
- # friends told
- #, % and names of members who unsubscribed
- Above statistics can be further broken down by batches sent

Each of these items is also recorded in the member's record in the Databank, so you can see for each person the history of every bulk email message they have received from your organization, opened, and forwarded.

Results		<a href="#">Refresh Results</a>	
as of 2:55 PM			
Total Sent:	2032		<a href="#">Select Members</a>
# Members Who Opened:	420	21%	<a href="#">Select Members</a>
# Members Who Told Friends:	145	7%	<a href="#">Select Members</a>
# Friends Told:	290	14%	
# Members Who Clicked donate:	1	0%	<a href="#">Select Members</a>
Total donate Clicks:	2	0%	
# Members Who Clicked link1:	88	4%	<a href="#">Select Members</a>
Total link1 Clicks:	88	4%	
# Members Who Clicked link2:	34	2%	<a href="#">Select Members</a>
Total link2 Clicks:	34	2%	
# Members Who Clicked link3:	20	1%	<a href="#">Select Members</a>
Total link3 Clicks:	20	1%	

*Message results help you gauge the effectiveness of your email campaigns and identify your most passionate supporters.*

## Subscriptions

Our e-Marketing Module comes with a customized subscription form for your website. It is designed to match the look and feel of your site, providing an experience of seamless integration. You have the option to create a mini signup form that can be

placed anywhere on your site, so supporters can quickly enter their email address and be instantly subscribed. When someone uses the subscription form, they are automatically added to your Databank and they get an email confirmation. If someone wishes to unsubscribe, it is as simple as clicking a link at the bottom of their email message. No intervention is necessary from you; it is all automated. They will be shown a web page where their unsubscribe request is confirmed, and their status will automatically be updated in your Databank.

**Connect with us -**  
Join our mailing list

## Managing your email list with the Databank

With bulk email, your organization can keep members engaged, drive traffic to your website, raise money and recruit volunteers. Let your members recruit their friends using tell-a-friend prompts. New supporters can sign up in seconds on your website. When you integrate email communications with the Databank CRM, you can do all this affordably. There are no per-email charges, and support and training are included with your subscription. You'll have one master record of all your contact information, communication and responses. You don't have to learn multiple applications and you only have to enter information once. Plus, you won't waste time processing bad email addresses or requests to remove a recipient from the list. At last, start sending professional looking e-newsletters that get the response you want! By carefully targeting and customizing your messages, you'll achieve higher response rates and build stronger relationships with your supporters.

