



SafeMailer





THE SMART EMAIL CAMPAIGN SOLUTION

- **Keep in touch with your clients and prospects without being intrusive**
 - **Produce professional newsletters and promotions**
 - **Automatically track and manage responses**
- **Personalise auto-responders to match recipient's profile**


Safemailer is the complete solution to all your promotional email marketing needs.

Versatile Cost-effective Easy to use
Reliable Secure

safeserve.com
managed email services for business



With 98% of all emails filtered as spam, ensuring that email campaigns reach their target can mean the difference between success and failure.

- 
- Professionally produced newsletter templates available for you to customise.
 - Built in subscription form creator, allowing you to integrate your website with your mailing lists via a professional-looking sign-up form.
 - Extensive list and campaign management.
 - Customisable subscriber properties for each list, enabling very personalised lists.
 - Filtering options, allowing you to choose exactly who on the list you want to send each campaign to.
 - Versatile auto-responder management, allowing you to send personal automated emails to all your client responses.
 - Automatic tracking of opened mails and clicked links with detailed reporting.
 - Automatic removal and bounce handling, enabling you to easily remove old or bad addresses from your list.
 - Simple import and export of data with a versatile user-specified input format, allowing easy input of data from many sources without tricky file conversions or time-consuming data entry.
 - Automatic unsubscribe links, meaning you don't have to deal with requests to be removed from the list.
 - Built in RSS functionality. Allow people to sign-up to RSS feeds of your latest newsletter, and integrate with your website to automatically update a list of your latest newsletters with links to web-based versions of those newsletters.
 - Automatic double opt-in to ensure legal compliance.

www.safeserve.com tel +44 20 7349 1570
86 beaufort street london sw3 6bu f: 020 7349 1574 e: info@safeserve.com