

R.E.D eNews is a complete solution for newsletter announcements, marketing material, event calendars, forum discussions, and much more. Expect to be impressed. It has a reputation for delivering a multitude of robust features at unparalleled value. Intuitive features make this dynamic program highly accessible. While automated features make your ever burgeoning mailing list manageable. Successful marketing begins with R.E.D eNews.

Bounce E-Mail Management

Devoting valuable time and resources to dealing with bounced email is no longer considered a petty nuisance. Sending problems are very disruptive and cut heavily into productivity. You do not want to be overly restrictive or you may be flushing your valuable contacts down the drain due to minor disruptions or interruptions. At the same time you do not want to flood your ISPs with invalid email addresses. R.E.D eNews lets you determine how many times email can bounce before it is removed from the list.

Double Opt-In/Out Options

Maintain a clean database of subscribers by sending automated confirmation mailings every time a person subscribes or unsubscribes. Effective e-newsletter marketing campaigns are successful when you are able to develop and maintain a strong subscriber base. You can send personalized confirmation mailings that include any number of optional fields to keep your subscribers hooked. You will appreciate the fact that your newsletters are being sent to the appropriate market.

Personalized Mailings

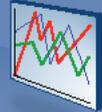
With R.E.D eNews you can personalize your mailings in every aspect. Include the subscriber's name, email, and any optional fields in your subject or message body. Producing a friendly message such as [Greetings John Doe, Your interest in the Volvo S40 Model is noted and we are looking to help you with it. We thought you may be interested in the S40's sister product the new Volvo C70.] A message such as the one written above engages the user and increases the effectiveness of your mailing, therefore increasing your return on investment.

Time-Sensitive Features

R.E.D eNews combines a number of time-sensitive features such as Schedule Send, Auto-Responders, Sending Monitoring, and more. Schedule send allows you to schedule a mailing to send at a specific date and time; useful for sending messages at off-peak server times. Easily add any number of time-sensitive auto responders to any of your lists. For instance you may have an instant auto responder that welcomes the new subscriber, have a message automatically sent 24 hrs after their subscription and have another mailing sent a week later. Add html or text auto responders to any of your lists with ease. Sending monitoring will keep track of your mailings and ensure they continue sending and receive proper delivery.

Graphical Statistic Reports

View Subscription / Link Tracking Trends
Display List Data Comparisons



Enhanced GUI Interface

Advanced / Simple Start Up Options
Customize User Specific Views



Subscribe By Email Accounts

Multiple Options For Acquiring Subscribers



Powerful Utilities

Core management features of any email marketing solution require powerful utilities. R.E.D eNews delivers this and more with the following: Advanced Importer (easily import from a .CSV file using an easy to use dropdown menu), export (to file or text box), Sending Filters (specify parameters such as: send to all subscribers with name bob and aol in their email address), Duplicate Checking (checks for duplicates when sending to one or even multiple lists), Blocked Address List, multiple admin users with unique permissions, and so much more.

Brandable

Offering your clients a customized solution is a unique way for you to cut a profit by being in the middle. For starters you can adjust logo, software title, and more through a central branding file. There's no need to know PHP or HTML. Open a single file, change a couple of described options and your script is branded with your logo and title. Additionally, R.E.D eNews contains a central language file. Say goodbye to lackluster days of looking through every file and replacing text. Easily adjust the entire scripts text as needed; useful for small text changes or converting software to another language. Language packs included are: Swedish, English, Chinese, Dutch, French, German, and Spanish.

Advanced Statistics

When link tracking is turned on for a mailing, this feature looks through your mailing, automatically detects links you have in the mailing and turns them into the Link Tracking mode. Link tracking then lets you know who clicks on each link, how many times they clicked, and on what date. Read/Open statistics (HTML mailings only) includes who opens / reads your mailing, at what date, and how many times. You can even create a new list based off those statistics for both link and read/open tracking. Additionally, there is one-click export to Excel (.CSV file) options on all statistics pages. Colorful graphs gauge the effectiveness of your marketing campaign.

Feature List:

General Features

- Web Based Setup Wizard
- Comprehensive User Manual
- Unlimited lists & subscribers
- Script Exists on your server
- Free HTML e-mail templates
- Have your script online in minutes!
- Central Language File
- Rebrandable
- Graphical Reporting

Sending Features

- Multi-Format, HTML, or TEXT Sending
- Sending Filters to send filtered mailings
- Personalize Messages With User's Data
- Manage & Track Bounced E-mail's
- Templates & Headers/Footers
- Schedule-Send
- Real-Time Message Queue
- Pause, Resume, or stop mailings
- Use Sent Messages As Templates
- Preview Messages Before Sending
- Test send messages
- Save Messages
- Online Visual Text Editor for messages
- Eliminates Time-Outs
- Automatic Link Tracking Option
- Track Reads / Opens
- Automatic Unsubscribe Link
- Track Users Who Unsubscribe
- Link to Web Version of Mailing
- Include Attachments
- Create Universal Templates

Subscription Management Features

- Confirm Opt-In & Opt-Out
- Time-sensitive auto responders
- Invisible subscription process
- Customizable confirmation mailings
- Allow subscribers to update details
- Optional Fields
- Generate Custom Form Code
- Subscribe to multiple lists at once
- Unsubscribe from multiple lists at once
- Block E-mail Addresses
- Records User Information
- Public Archive
- Tracks Users Who Unsubscribe
- Ability to mark lists as "private"
- Alert of new subscribers

Administration Features

- Multiple Admin Users
- Global Settings Options
- Drop Down Menu
- Easy to use Advanced Importer
- Password Reminder for Admin
- Limit emails per day, week, or month.
- Limit number of users per list.
- Limit / set specific functions
- Have copy of mailings sent to you
- Search all subscriber Fields
- Graph statistics

Support / Upgrade Features

- FREE Setup upon request
- Detailed Documentation
- [?] Explanations
- Online Support Center
- Software Technical Support by E-mail
- 6 Months Free Upgrades

Potential uses of R.E.D eNews

- Newsletters
- Product announcements
- E-mail marketing campaigns
- Maintain a mailing list
- Analyze your subscribers reading habits.
- Targeted e-mail campaigns
- Subscriber information collection

All the features needed to run an effective marketing campaign; using a powerful PHP email marketing solution. It's what you get when you combine feature rich, professional mailing list management with supreme ease of use. R.E.D eNews will save you time and money while enhancing your marketing. R.E.D eNews boasts the features and capabilities that make email marketing more manageable.

About Intelligent Solutions.

Focused marketing and solution packages demand results. **Intelligent Solutions** compliments a powerful suite of software tools with high end service options. Our client oriented culture is committed to providing stable software that is agile yet powerful. Clients are impressed not only by the quality of our solutions but by the overall value. Our clientele ranges from Fortune 500 companies to small businesses throughout the world. Visit us online for further information or to purchase your license of R.E.D eNews: <http://www.intelligentsolutions.se>