

With Symphonie you get everything you need to execute award-winning email marketing campaigns. Highly rated by leading analysts, Symphonie makes it easy to build campaigns that are targeted and relevant to the recipient to maximize open and click rates. Industry-leading features make it easy to test and refine your campaigns to maximize your investment.

### Overview

- Browser-based application
- Supports IE and FireFox web browsers
- Extensive AJAX use for a responsive interface
- Easy wizards throughout application
- Extensive context sensitive help
- Easy-to-use, modern Web 2.0 interface
- Extensive PDF documentation

### Costs

- Per-message based pricing for ASP model
- Capacity-based pricing for on-premise model
- As low as \$200/month for ASP model
- All features included for one price

### Deliverability

- Dedicated team of deliverability experts
- Integrated features to avoid blocks and blacklists
- Dedicated IP address per customer
- Whitelisted with all major ISPs
- "IP-warmup" feature for a new IP address
- Supports DomainKeys authentication
- SPF configured for all hosted customers
- Proprietary logic to address greylisting and other anti-spam techniques
- Automatic seed-list processing

### Manage Recipients & Demographics

- Keep any data you want as a demographic
- It's easy to import your recipients and demographics
- Recipients scrubbed & de-dupped on import
- Get detailed recipient sending click/open info
- Demographic data can be used for dynamic content, personalization, or segmentation
- Only one copy of demographic data is kept for each recipient
- Ability to create an unlimited number of demographics
- No restart or IT involvement required to add demographics

### Creating Mailings & Campaigns

- Create mailings or build multiple mailings into a campaign
- Create mailings from content repository
- Set the "From" and "Reply-to"
- Supports HTML only, text only, and multipart mailings
- Include attachments to email
- Easily make content dynamic
- Set frequency caps per mailing
- Prioritize mail delivery
- Stop mailings in progress and make edits
- Set cut-off times for time-critical email

### Preview & Test Features

- Supports A/B Split tests
- Additional splits can be sent after initial test if more analysis is needed
- Send winning split to remaining recipients
- Reports show winning split based on opens, clicks, deliverability, and more
- Preview mailing in multiple email clients
- See content with images blocked or rendered
- Supports email testing to selected recipients

### Salesforce Integration

- Fully integrated with Salesforce
- Send to your leads, contacts, or accounts
- Use Salesforce Work Flow rules to trigger Symphonie to send mail
- View details of mailings received and open/click data within Salesforce
- Only email addresses are copied from Salesforce to Symphonie, not all your Salesforce data
- Target based on Salesforce fields, alone, or in combination with past behavior data
- Available also in on-premise version

### An Intuitive Content Editor

- WYSIWYG HTML editor
- Integrated spell-checker
- Automatically cleans Microsoft Word HTML
- Easily create tables and format grids
- Hyperlink manager to easily add links
- Image manager to easily add images
- View and edit raw HTML of mailing
- Select fonts, colors, styles, etc.
- Multiple levels of Undo and Redo
- Use the integrated Content Checker to look for email-specific issues
- Verify and measure the responsiveness of each link and image
- Supports "view in a browser" functionality

### Extensive Templates

- Extensive template library included with many different formats
- Easily add your own templates

### Internationalization & Localization

- Web interface can be displayed in different languages, per user
- All dates and times are localized to user
- Create, search and send in any language
- All data stored in Unicode

### Segmentation

- Create segments based on demographics, like age or gender.
- Create segments based on past behavior, like those that clicked, opened, didn't open, etc.
- Create segments that span lists (topics)
- Create segments without knowing, or even seeing, SQL statements using our wizard
- Mailings can be randomly sampled down to a specific number of recipients.

### Clickthrough and Open Detection

- Track opens, recording details for each recipient
- Track all links with a single checkbox
- Add Google analytics to all links or per-link
- Set link expirations
- Provide link aliases for enhanced reporting
- Track links that include dynamic arguments (customized landing pages)

### Dynamic Content

- Mail merge any demographic field
- Create clickthroughs with dynamic data for customized landing pages
- Dynamically insert whole content blocks, including links and images
- Dynamically scrape web pages as content
- Easily merge data from external sources
- No need to write code in the content area
- Set the subject, Header From, and Reply To dynamically

### Automated Mailing Functions

- Users are automatically put on hold
- Automatic processing of bounced messages
- Bounce mail is saved in the database
- Automatic ISP feedback-loop processing (complaint handlers)

### Advanced Reports & Analytics

- A comprehensive array of reports is available
- View micro details (one recipient) to macro details (entire campaign)
- Create Time-of-Day reports
- Create Day-of-Week reports
- View a heatmap report (clicks overlaid on rendered content)
- Export charts to PDF or CSV
- Report on the performance of individual links or specific links compared
- View detailed reports for recipients on mailings received, links clicked, etc.
- Allows meaningful comparison of multiple mailings, segments, campaigns, etc
- Provide aliases for links for cleaner reports
- View the server-to-server conversation for mail sending, when necessary
- See in-box penetration reports

### Symphonie's API

- Extensive API available as Web Service SOAP/XML-based interface
- Trigger transactional or promotional mailings via the API
- Automate subscribes or unsubscribes from your website
- Dynamically set a mailing's recipients
- Easily create documents that allow real-time data substitution for order confirmations

### Reputation in Permission-Based Email Marketing

- Supports a double-opt-in process
- Supports FCC-wireless domain bans
- Supports customizable ban lists
- Supports a global unsubscribe list
- Supports per-topic (list) subscriptions
- Send from your own domain name

### Security, Permissions & Auditing

- All passwords encrypted over the network
- All user actions are tracked and auditable
- Extensive and robust permission-controls
- Audit changes made to any object (mailing, segment, etc.)

### Symphonie On-Premise Solution

- A simple Windows installer to get going
- Utilizes your MSSQL database so you can easily access data
- Application can be clustered for enterprise deployments
- Able to easily scale out web servers for performance or redundancy
- Reads recipient data from external systems in real-time to avoid synchronization issues
- Create segments using Stored Procedures
- Create segments that include any valid SQL syntax, including Group By and Union
- Includes standards-complaint, feature-rich SMTP sending engine

### Symphonie Hosted (ASP) Solution

- Use with minimal IT resources
- Simple to set up and get started
- Leave deliverability to us
- No long-term contracts

Call for a Demo Today!

888-EMAIL-75

510-522-8000

