

Advanced Email Module

What is it?

eTapestry's Advanced Email module expands the capabilities of eTapestry's standard mass email to include these additional features:

- **Automatic Opt-out, or Unsubscribe capabilities for email recipients**
- **Spam analysis tool**
- **Ability to schedule delivery of emails**
- **Special reports on deliverability results, emails viewed, opened, etc.**
- **Domain and blacklist monitoring to insure maximum delivery.**

In addition, Advanced Email insures you are CAN-SPAM compliant, meeting all federal regulations for mass emailing. Advanced Email is the ideal tool for organizations looking to expand their email marketing activities.

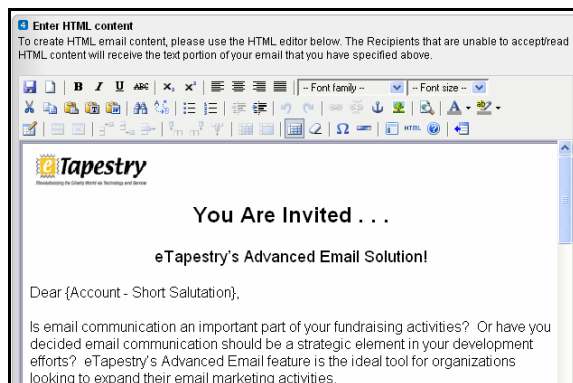
How does it work?

While extensive in features, eTapestry's Advanced Email is simple to use, and works very similar to the standard email process within eTapestry. A setup screen lets you determine the specific parameters around your email, including which query to use, who will receive replies, and whether you want the journal updated for each recipient.

A built in HTML editor lets you design your email on screen, utilizing special fonts, colors, pictures, and logos as needed. Create multiple emails and save them for reuse. A "spam analyzer" then evaluates your email for deliverability.

Next, you schedule your email to be sent at a specific date and time giving you the ability to pre-plan and pre-setup your emails.

Once emails are sent, recipients wishing to unsubscribe can simply click a link in your email. Your eTapestry database is automatically updated to indicate the unsubscribe status of an account. Finally, special reports let you analyze how many emails were delivered, how many "unsubscribed", and how many emails were opened.



A built in html editor lets you easily create graphical emails in a WYSIWYG format.



Date	Time	Status	Mailbox	Subject	Query	Total	In	Hit	Eligible	Progress	Assigned	Unassigned	Successes	Failed
8/19/2008	11:00 AM	Completed	0104	Sal Lake Theological Seminary May of Home	Sal Lake Theological Seminary	4	0	4	0	0	0	0	4	0
8/20/08	2:00 AM	Completed	0104	Sal Lake Theological Seminary May of Home	Sal Lake Theological Seminary	4	0	4	0	0	0	0	4	0
8/20/08	5:30 PM	Completed	0108	Sal Lake Theological Seminary May of Home	Schedule Classes - Small Query	5	0	5	0	0	0	0	5	0
8/20/08	4:13 PM	Completed	0108	eTapestry Fundraising Software Exclusive Briefing in Las Vegas, NV	Schedule Classes - Small Query	5	0	5	0	0	0	0	5	0
8/21/2008	11:30 PM	Completed	0901	Don't Miss Healthy Eating - "Sal's Dinner"	Sal Lake Theological Seminary	4	0	4	0	0	0	0	4	0

Delivery Reports show you the status of your mailings including links to a list of those who opened your email.

Summary

Pricing for Advanced Email is based on the number of emails purchased. Emails must be used within one year of purchase date. Prices reflect US dollars.

5000 emails	\$120
10,000 emails	\$200
25,000 emails	\$400
50,000 emails	\$650
100,000 emails	\$1000
250,000 emails	\$2000
500,000 emails	\$2500

Support - 10% of base support fees.

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