

NextMail Included Features List

Features & Benefits

Server Email Delivery Speed (configurable with virtual mail transfer agent MTA)	700k-1M/hr
Detailed Delivery Reports with each mailing	180 days
Open API (Application Program Interface)	yes
DKIM (DomainKeys Identified Mail)	yes
50 Custom fields available for demographic data	yes
ODBC (Open Database Connectivity) — One-way Sync	yes
Automatic Redelivery for Undeliverable Messages - included and configurable	5 days
GeoIP (geolocation) Reporting for opens and clicks	yes
Built-In Database Integration — Two-way Sync	yes
SMS/Mobile Text Marketing integrated into software platform	yes
Fully Integrated Google Analytics	yes

Content Creation

Create HTML and text emails easily	yes
Create and Edit Messages with WYSIWYG HTML Editor	yes
Build Templates and Content with HTML Builder	yes
Includes responsive email templates for proper display on devices	yes
Create and save new responsive email templates	yes
Perform Enhanced Mail Merges with All Fields	yes
Review Reported detailed Spam Analysis and Inbox Preview Tool	yes
Automated Welcome/Unsubscribe messages	yes
Landing Page automated builder and page hosting	yes
Insert personalized subject line and body text for each targeted contact	yes
Include Links to Video or Audio Files (Rich Media)	yes
Include Email or Web Surveys with Survey Wizard	yes
Unlimited Image Hosting	yes

Campaign Building

A/B/n Split Testing	yes
Create Triggered and Sequential Mailings	yes
Create Transactional Mailings with the Application Programming Interface (API)	yes
Segment Subscribers Based on Demographic Data, past campaign stats, more	yes
Segment by Clickthrough and Clickstream Behavior	yes
Send test mailings to users, admins, seed lists, and more	yes
Schedule mailings in advance to send later	yes
Ramp Runner - performs warming up of IP addresses	yes
Integrate with Web Analytics Tools	yes
Build Queries Easily Using Text-Based Query Tool	yes

Administration

Import lists in Excel or CSV format	yes
Export lists to Excel or CSV format	yes

Offer Email and Web-Based Unsubscribe Options to Recipients	yes
Keep Lists Clean with Automated Bounce Handling (configurable)	yes
Compare List Against Suppression/Banned Email Address Lists	yes
SSL Support for web browser list administrators and users	yes
Automatic field mapping on list import to match corresponding fields	yes
Provide One-Click Opt-In Functionality in Email or Web with forms wizard	yes
Multi-Level Management (ideal for agencies and resellers)	yes
Sub-user accounts available with customizable granular permission settings	yes
Forced (mandatory) headers and footers (configurable)	yes
Auto Seed Email (so that certain emails get a copy of every deployment)	yes
Merge mailings, subscriber lists, and contacts from one list to another	yes

Reporting and Tracking

User Agent Reporting - opens and clicks by web browser and operating system	yes
Job Summary Reporting shows progress of a mail campaign	yes
Domain Performance Reports	yes
Results and Trends Dashboard	yes
Pre-built Reports on Mailings and List Activity	yes
Clickthrough and Clickstream Tracking	yes
Customize your hard and soft bounce rules according to your unique send volume	yes
Forward Tracking tracks when emails are forwarded	yes
At-a-Glance Statistics and Trends on Most Recent Mailing	yes

Suppression

Suppress manually or import your large suppression list	yes
Suppress unwanted domains by campaign, list, or entire database	yes
Suppress on a Global or Campaign Level	yes
Suppress using Wildcard + MD5 Hash Suppresion technologies	yes
Suppress on individual email address as well as entire domain names	yes

Additional Features

Message Throttling	yes
Supported Modern Browsers and updated versions	yes
Snapshot (segments a list in up to separate 10 sections by number or percentage)	yes
Autoscrrape content from web pages and automatically insert into email message	yes
Integrated Omniture (Adobe) Analytics	yes
Web Hooks (allows for live callback notifications upon open, click, purchase, unsub)	yes