

The BridgeMail System **saves companies time, money, and relationships** by making it simple to manage corporate-wide direct email marketing operations. We do this by offering a tightly integrated suite of essential utilities required to conduct sophisticated email direct marketing.

### Some of Our Customers



### Why Marketers Choose The BridgeMail System?

#### Because the basics are covered...

- ◆ ASP Solution implements immediately at low cost
- ◆ Easy-to-Use HTML Publishing
- ◆ Convenient list management
- ◆ Automated permission management
- ◆ Campaign reporting
- ◆ CAN-SPAM compliance

#### and then some...

- ◆ Dynamic content publishing & auto-triggers
- ◆ Sales lead distribution
- ◆ Unlimited Sub-Accounts & privilege control
- ◆ High deliverability rates
- ◆ Enterprise grade security and reliability
- ◆ CRM, API, & Web Services integration
- ◆ World Class training
- ◆ Highly responsive customer support
- ◆ Consulting from seasoned email marketing professionals

### Customer Quotes

*"We use the system to simplify our Newsletter Publishing and Conference Marketing email projects. What used to take hours now takes minutes. And, we get the added value of response analysis and user access controls when we need it."*

- Catherine Long,  
Director, Online & eMarketing  
Advanstar Communications

*"It took weeks for our direct marketing people to launch campaigns with our system. The in-house system was "no cost", but after considering the impact of lost opportunities from bottlenecks and lack of analytics, we started using the BridgeMail System. It's been absolutely terrific."*

- Eric Vidal,  
Marketing Director, Macromedia

# Product Features

The BridgeMail System email marketing solution empowers marketers across multiple industries with the latest technology, proven deliverability, and insightful reporting on a secure and reliable infrastructure.

## Publishing & Delivery

- Dynamic Publishing
- Auto-Triggers
- Hosted publishing tools
  - Templates for fast and easy publishing
  - Easy HTML import with automated tracking
- Image upload & hosting
- Registration form integration into emails & web sites.
- Campaign Sharing
- Personalization
- Customizable “From” addresses
- Message previews
- Tell-A-Friend viral marketing
- Multi-part messaging delivers appropriate format to message recipients
- Response-based follow ups

## List Management

- CAN SPAM Compliance Tools
- Customizable data fields for list upload
- Subscriber Self Management: Permission/Opt-In Status Profiles
- List de-duplication
- Upload confirmation reports.
- Spam trap scrubbing
- CRM Integration\*
- Customizable opt-in registration forms and confirmation pages
- API & Web Service Integration

- Unlimited lists
- Bounce reporting & management
- Privilege Controls
- Sub Account data sharing

## Reporting

- Performance Trend Analytics
- View send counts, opens, and clicks by Month and Date Range
- View & Export campaign responder lists
- Report Sharing
- Detailed bounce reports
- Subscriber growth reports
- Report distribution capability

## User Management

- Easily create user accounts for customers, vendors, and internal users
- Campaign, report, and list sharing
- Set specific access and use privileges for system users
- Monitor sub account activities from a central Master Account
- Customize system logo for your company

## Application Security

- *Authentication.* Verify that system users are who they claim to be and permit access to the right people
- *Authorization.* Authenticated users perform only those tasks they are allowed to execute.
- *Role Based Access Control.* Let each user do their work but disallow access outside of their authorized scope.
- *Data Privacy.* High grade encryption is used to ensure theft prevention while data is in transit.
- *Session Security.* User sessions are uniquely identifiable and not subject to masquerading. Audit trail for each session accurately identifies the associated user.
- *Non-repudiation\*.* Important transactions are digitally signed to provide adequate proof of the event.
- *Audit Logs\*.* All actions are logged for audit. History may be analyzed to identify use anomalies.
- *Session Time-Out.* Session inactivity leads to session termination.

\* Feature integrated on a project basis for an additional charge.