

KARBON ProMailer

# Email Marketing Software.

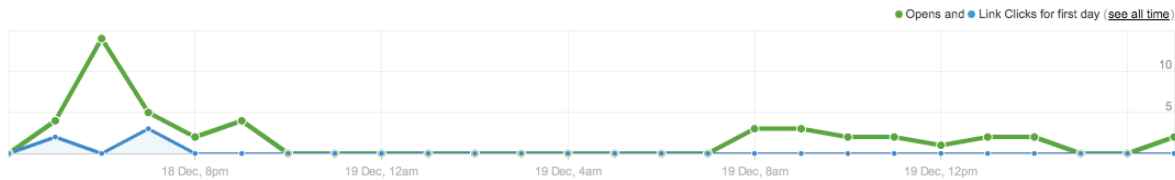
## Transforming the way customers interact with your brand.

### Monthly Newsletter

Sent on 18 Dec 2009 to 231 unique subscribers in Karbon - All Contacts

[View campaign](#)

[Export report](#)



**61 Unique opens**  
145 total opens to date

**14 Bounced**  
6.06% couldn't be delivered

**156 Not Opened**  
Open rates are *only estimates*

**28.11%** of all recipients **opened so far**

**11.48%** **clicked a link** (7 people)

**0.46%** **unsubscribed** (1 person)

**0** people marked it as spam (0%)

## Send beautiful email campaigns, track the results and manage subscribers.

Karbon ProMailer offers everything a business needs to run successful email marketing campaigns for themselves.

We don't impose any design restrictions, and you won't find any ugly 'powered by' logos or branding either. What you do get is all your campaign images hosted at no additional cost, plenty of design advice and a gallery of inspirational examples to help you create something awesome.

Built with business in mind, you can create your email designs using your favorite tools and then import them into your account with the click of a mouse. We'll automatically move all your CSS inline for the best results in email clients like Gmail and Outlook.

#### Create beautiful campaigns

We take all the pain out of list management by handling the messy stuff like bounces and unsubscribes automatically.

Whether you've got a small list, or need to get your hands dirty with segmenting and personalisation, we've got you covered.

#### Only pay when you send

Simple pricing that means you only pay when you send, no monthly or hidden fees.

#### Top notch deliverability

Authentication, relationships with ISP's and more ensure your emails are delivered.

#### Reporting and analytics

Great looking reports that let you measure the effectiveness of every campaign you send. Go beyond opens and link clicks and measure your campaign related sales, conversions and ROI with our Google Analytics integration. We even show you what email clients your subscribers are using.

### SUMMARY:

<b>Simple Pricing</b>	A one time license fee and then only pay as you send - you remain in control.
<b>Powerful Reporting</b>	Easy to use reports that deliver indepth information. Also integrates with Google Analytics.
<b>On-line Access</b>	Secure access anywhere solution. No software to download no indepth training required.
<b>Target Customers</b>	If you have the data then ProMailer can interrogate it, personalise it and target exactly who you need and when.

# ProMailer enables businesses to reach their customers quickly, effectively and at a low cost.

## Simple Pricing

When you use Karbon ProMailer pricing is really very simple — You have a one off License fee that includes your first template design, testing and account set-up.

After that you only pay when you send an email campaign to more than 5 people.

- No report hosting fees
- No monthly costs
- Just a flat delivery fee of £10, plus 5 pence for each recipient

So to send an email to 500 people would cost £10 plus (500 x £0.05), just £35.

## Big discounts for big senders

We offer big discounts to big senders. If you're a big sender or want to avoid lots of small transactions, we offer a pre-purchasing service where you can buy email credits in advance. You can use them any time you wish and they never expire, plus we're happy to refund any credits you don't use.

## Single click design and spam testing

Testing your design in all the different email clients is the most frustrating part of sending email campaigns. Our design and spam testing tool changes all that by doing the hard work for you.

Send free tests to any address you like, or for a small fee (and a single click) see your email as it appears in over 20 different email clients like Lotus Notes, Hotmail, Outlook 2007 and AOL.

We'll also run your campaign through popular spam filters at the desktop, server and firewall level before you send it.

## Never touch a spreadsheet again

ProMailer automatically handles all new signups, unsubscribes, bounces and even spam complaints for you behind the scenes. Keep on the right side of spam laws without having to think about it.



## Signup Forms

Use our simple form builder to create signup forms you can easily add to your site.



## Export to Excel

Select the fields and export any list in your account straight to Excel.



## Confirmed Opt-in

Require subscribers to confirm their email address when signing up to your list.



## Preference Centers

Let your recipients manage their own subscription preferences.



## Custom Fields

Store anything you like on subscribers and easily insert them into email content.



## Customise Everything

Change the look and feel of every element; fonts, colours imagery and more.



## Segments

Send targeted campaigns to groups of subscribers based on your own criteria.

## SUMMARY:

<b>Customise</b>	You are in control. Choose from over 30 templates or create something unique at no extra cost.
<b>List Management</b>	Powerful list management automatically updates based on a recipients settings - saving you time and money.
<b>Custom Fields</b>	Store anything you like on subscribers and easily insert them into email content.
<b>Export to Excel</b>	Select the fields and export any list in your account straight into Excel.

## ORDER NOW OR GET A FREE DEMO:

Karbon ProMailer is designed for businesses looking to create and send beautiful, targeted and relevant email to their customers.

We have worked hard to remove all of the hassle in sending professional email resulting in a system that is intuitive to use, fast, reliable and delivers results.

Each ProMailer account is fully configured on your behalf and we will also guide you through the process in the future at a moments notice - free of charge.

**To order or for a free demo of ProMailer, please call 0845 241 5941 and we will set up your account today.**



## Suppression lists

Never send to anyone who has unsubscribed, bounced or marked you as spam.



## RSS feed for list activity

Track new subscriber activity for any of your lists without needing to login.



## Flexible importing

No matter the format your lists are in, we make it easy to import into your account.