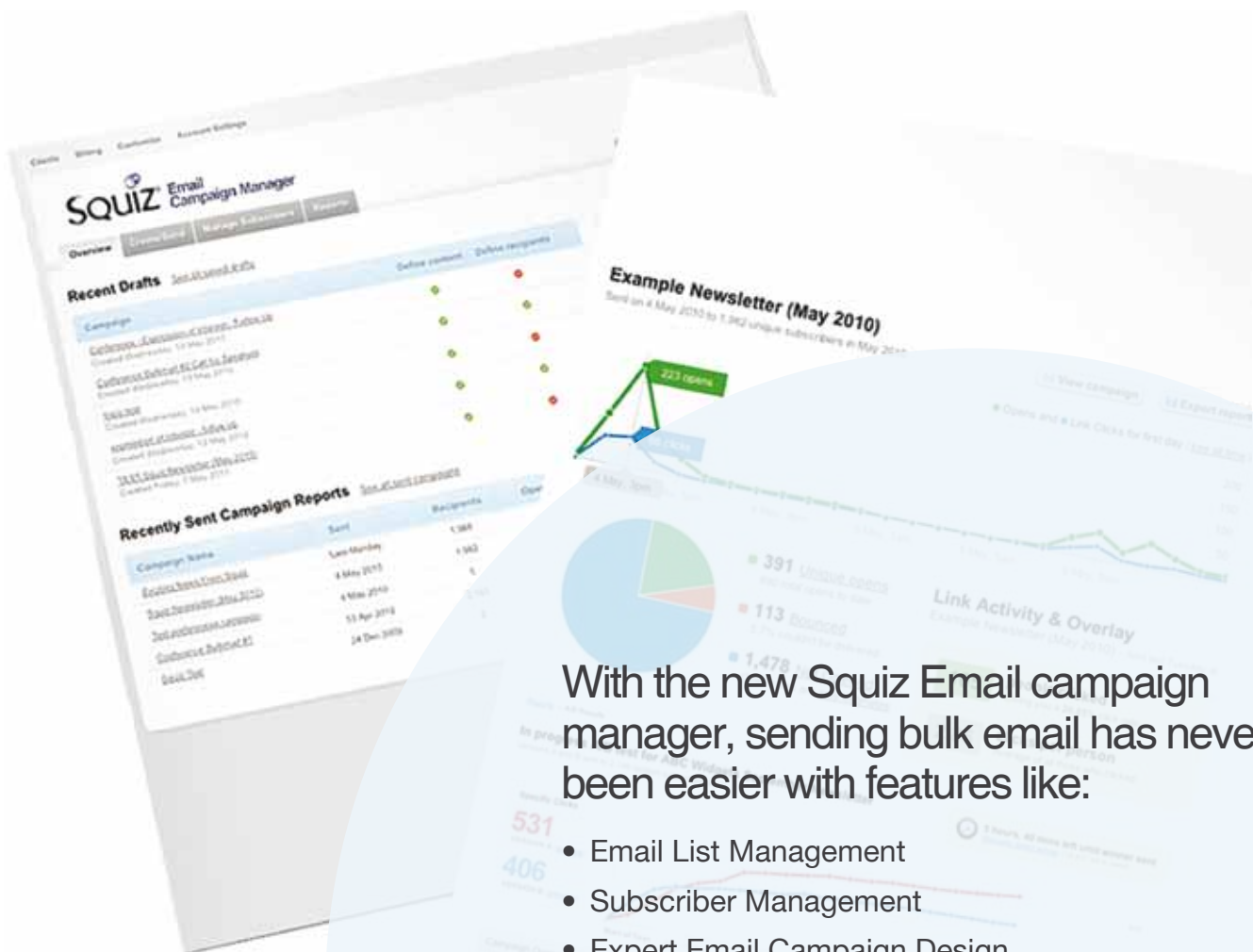


# SQUIZ<sup>®</sup> Campaign Manager

Managing an email campaign can be a complicated business. You need a sophisticated, feature-rich email management solution. You need Squiz Campaign Manager.



With the new Squiz Email campaign manager, sending bulk email has never been easier with features like:

- Email List Management
- Subscriber Management
- Expert Email Campaign Design
- Advanced Web-Based Reporting
- Email Client Testing
- Advanced Analytics

# Squiz Campaign Manager

Managing an email campaign can be a complicated business. Your message must pass through a maze of different email clients and spam filters to reach your audience intact. Without the necessary technical expertise, how can you ensure your email investment will deliver a good return? Squiz Campaign Manager is how.

Squiz Campaign Manager elevates email campaigns to a whole new level with easy to use management tools including subscriber contact lists, expert design layout, web based reporting, spam filter score, email client testing and advanced analytics functionality. When combined with Squiz's 12 years of experience in creating best of breed web solutions; sending rich, engaging and effective email campaigns has never been easier or more effective.

## Send

Simply upload your CSV contact mailing list or Squiz can load it for you. Test drive your email campaign before you send it, get a spam filter score and remove any problematic language before you run the full campaign. If you're trying out some new marketing ideas, do an A/B split test with two versions of your marketing copy and see which version gets the best response. When you're fully satisfied with the campaign test drive, mail to whichever contacts you wish. Squiz Campaign Manager supports extremely large campaigns so you can get your message out to hundreds or thousands of contacts at once.

## Connect

Squiz can add a web based subscription form to help you connect with and acquire new contacts. One click "opt-out" controls make it easy for contacts to remove themselves from your mailing list. Squiz Campaign Manager also provides advanced analytics which allows you to monitor email bounces, opens and clicks; right down to the individual contacts in your list. This granular visibility enables you to quickly take proactive steps to further enhance customer engagement.

## Squiz Email Packages

Squiz provides turnkey, end-to-end packages that deliver solutions to meet your email campaign needs from Basic through to Enterprise.

### Initial Setup and Configuration

The Initial Setup and Configuration package will provide you with an account on the Squiz Campaign Manager system that has been tailored to include:

- Import of your CSV contact mailing list,
- A custom domain name sent from "email.yourdomain.com.au" or "email.squiz.com.au",
- Assistance in sending your first email campaign.

### Campaign Design

A Campaign Design package delivers one or more design templates ("skins") which you can populate with different content (text, images, links, etc) each time you want to send a different email campaign. The same "skin" can be used multiple times because a good, reliable design is a long-term investment in your email campaign future.

### Recurring Campaign Management

Recurring Campaign Management includes contact list management, spam testing, and costs to cover the overhead of each email (infrastructure, bandwidth, etc). Squiz delivers the maximum value by providing a range of Recurring Campaign Management packages to fit a wide range of requirement.

## for more information contact Squiz

### Squiz Australia Pty. Ltd.

92 Jarrett Street, Leichhardt NSW 2040  
P 1300 130 661  
W [www.squiz.com.au](http://www.squiz.com.au)

AUSTRALIA UNITED KINGDOM NEW ZEALAND EUROPE UNITED STATES  
SYDNEY MELBOURNE CANBERRA HOBART BRISBANE