



12All

12All is web based email marketing software that allows you to send permission based mailings as well as newsletters to lists of subscribers.

Manage your next campaign using statistical tracking, time sensitive auto-responders, custom subscription forms, personalized mailings, real time graphical reporting, and more.

FEATURES & BENEFITS

- **Advanced importer** – for larger mailing lists, you can save time on the initial setup by importing your existing mailing lists directly into the subscription list. Advanced importer allows you to import a list of subscribers easily with any number of subscriber fields.
- **Advanced statistical tracking** – advanced statistical tracking gauges the effectiveness of your mailings; useful in any marketing campaign. Use to generate most popular links graphs, successful v unsuccessful emails, bounced addresses, and read/open graphs. Use this graphical statistical data to report and predict marketing trends, and help focus future mailings.
- **Archived messages** – search archival registries of past messages at anytime. You can even turn them into a template for future mailings. You can choose to make a public archive section available to your subscribers
- **Automated features** – 12All effectively manages your list mailings for you. Automated features, including auto-responders, bounced email checks and handling and automatic message stalling detection, all ensure that time and resources are not lost on maintenance and upkeep.
- **Bounced email management** – by setting up the bounced email management feature with 12All you can detect and delete all bounces that occur after your mailing. The system will then flag bounced addresses. After X times bouncing the address will be removed from your list, keeping your list clean of bad addresses.
- **Custom subscriber fields** – don't leave your subscribers hanging dry by sending listless junk mailings. Add any number of subscriber fields to personalize every aspect of your mailing.
- **Customizable content** – leave your audience wanting more. Create customized newsletters that generate return traffic to your web site and boost service value.
- **Identifiable results** – 12All is a good way for subscribers to stay up to date with industry events, product or event announcements, and connect with groups of people with similar interests. Expand and maintain your client base while spreading your brand identity.
- **Per list settings** – 12All is an attractive alternative to traditional newsletters for spreading catalogue or product information to a broad list of subscribers. Limit and set functions by the list for each set of subscribers.
- **Powerful auto-responder features** – the timed auto responder features allow you to designate any number of emails to be sent out X hours after a user subscribes. Meaning you can have a email send out 1 hour after subscription, another at 1 week after their subscription, another at 3 months after subscription, and so on.
- **Real time email monitoring** – don't waste time, money, and paper with direct mailings. Instantly distribute your corporate mailings to clients, customers, and business partners. Monitor the effectiveness of those mailings.

UTILITIES

- Allow subscribers to modify their subscription details
- Automatic link tracking
- Automatic unsubscribe link
- Automatically detect duplicates during mailing
- Auto-responder statistical info
- Auto-responders web versions
- Batch removals
- Bounced email management
- Branding settings editable from browser
- Central language file
- Clone list
- Confirmation mailings
- Custom redirection options
- Customizable user subscription & unsubscribe forms
- Double opt in/out options
- Export stats to Excel
- Export subscribers
- Fetch HTML for your mailings
- Forward to friend options
- Global settings
- Import subscribers
- Include attachments for auto-responders
- Include attachments with mailings
- Multiple admin users
- Multiple sending formats
- Open/read tracking
- Optional mandatory footer
- Password lookup
- Per list bounced management
- Personalize mailings with subscribers' data
- Purge non-confirmed users
- Real time message queue
- Reason for unsubscribing
- Remind non-confirmed subscribers
- Save messages for later
- Scheduled sending
- Search subscribers
- Send last message
- Send to a friend for auto-responders
- Sending filters
- Sending filters for auto-responders
- Statistical graph reporting
- Subscribe by pop account (sending a email)
- Subscriber fields (collect more than just name & email)
- Templates, headers, & footers
- Test send before sending to list
- Time sensitive auto responders
- Turn on alert for new subscribers
- Unlimited lists & subscribers
- Unlimited options for sending filters
- Unsubscribed list
- Update account information
- Web version of message
- WYSIWYG visual text editor for composing mailings

SAMPLE SCREENSHOTS

Current List: TEST

Select list... Switch Add List

List Subscribers Messages Presets Integration Utilities Settings

Quick Links

- Create New Message
- Message Queue
- Archive / Stats
- Import
- Subscription Forms

Quick Tasks

Enter Email

Add Go

Mailing List: TEST

Change View Go

Popular Tasks

- Import Subscribers
- Create Message
- Message Archive
- View Subscribers
- Message Queue
- Subscription Forms
- List Settings
- Scheduled Mailings

Quick Stats

0 Subscribers	0 Total Messages Sent	Date List was Started: 2007-01-19
0 Confirmed	0 Messages Sent Today	
0 Not Confirmed	0 Messages in Queue	
0 Bounced Addresses		
0 Signups Today		

Recent Activity

Last 10 Subscribers	Last 5 Messages Sent
There are no subscribers for this list at this moment.	No messages sent in this list until now.

Current List: CONTACT - The E-CRM Solutions Newsletter

Select list... Switch Add List

List Subscribers Messages Presets Integration Utilities Settings

Messages

- Create New Message
- Saved Messages
- Message Queue
- Scheduled Mailings
- Archive / Stats

15 Most Popular Links - Pie Graph

URL	Count
http://www.e-crm.co.uk/index.php	23
https://adwords.google.com/	14
http://www.e-crm.co.uk/direct_marketing/e-crm_direct_marketing.php	11
http://business.timesonline.co.uk/article/0,,9071-24324-3131,00.html	11
http://services.google.com/webmaster/	6
http://www.google.com/analytics/	6
http://services.google.com/adwords/	6
http://www.e-crm.co.uk/profile/message160906.html	4
http://www.e-crm.co.uk/direct_marketing/e-crm_direct_response_direct_advertising.htm	4
http://www.e-crm.co.uk/profile/message160906.html	4
http://www.e-crm.co.uk/profile/message160906.html	4
http://www.e-crm.co.uk/e-commerce/e-crm_e-commerce.php	4
http://www.e-crm.co.uk/profile/message160206.html	4
http://www.e-crm.co.uk/profile/message160506.html	4
http://www.e-crm.co.uk/crm/e-crm_crm.php	4

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