



ReportMail features list by package

ReportMail comes in a choice of three perfectly formed packages, each with differing levels of features, support and pricing.

Use the Features Checklist inside to choose the package that fits your needs.

Data management

Number of contact records in database
Historical access to reports and campaigns – number of months stored
Automatic bounce handling
Data cleanse and de-dupe on upload
Amend contact details on-screen, or re-import to refresh the data
Advanced 'sign-up form' feature – create advanced web sign-up forms at the click of a mouse to opt contacts into multiple address books and to collect/append valuable additional data fields
Suppression list management – bulk import all unsubscribes
Number of mailing lists / address books
Number of customisable data fields (<i>in addition to five default variables</i>)
Custom adjustable hard and soft bounce management thresholds
Mappable data on import
Data integrity scoring
Domain suppression
Export soft and hard bounces and unsubscribes by date range, campaign or total amount
API to connect ReportMail to your back-end data systems
One-click integration with Salesforce
Third Party App integration, allowing you to use ReportMail within a third party platform
Segmentation Data Query Builder (Queries by contact history data)
Geomap segmentation

Standard

Professional

Enterprise

5000 limit	Unlimited	Unlimited
12	24	60
✓	✓	✓
✓	✓	✓
✓	✓	✓
✓	✓	✓
✓	✓	✓
5	Unlimited	Unlimited
5	10	400
Fixed	✓	✓
✓	✓	✓
✓	✓	✓
✓	✓	✓
✓	✓	✓
	✓	✓
	✓	✓
		✓
		✓
		✓

Create

Easily create your campaigns using "Point and Click" technology
WYSIWYG editor
Number of personalised fields (<i>in addition to five default variables</i>)
Personalise your email content at the touch of a button
Add external web links to your email content at the touch of a button
'Add to safe senders list' link
'Refer a friend' link
Built-in Spam Assassin spam checker
Easily upload your design templates into ReportMail
Easy image resizing tool
Add to social networks' link
Dynamic Content
Personalised preview
Advanced spam checker with breakdown by desktop client, server and gateway firewalls (<i>usage charge applies</i>)
Document Manager – link to and launch PDFs, and any other documents, directly from your marketing emails, in one quick step
Survey Builder – available as an add-on service, for easy online survey building, with automatic, real-time population of response data into your ReportMail lists. Additional monthly charge applies for this service
Site Builder – for quick and easy creation of dedicated landing pages for your email campaigns

Standard

Professional

Enterprise

✓	✓	✓
✓	✓	✓
5	10	400
✓	✓	✓
✓	✓	✓
✓	✓	✓
✓	✓	✓
✓	✓	✓
✓	✓	✓
✓	✓	✓
✓	✓	✓
	✓	✓
	✓	✓
		✓
		✓

Test

Standard

Professional

Enterprise

Free, unlimited test sends

✓

✓

✓

Inbox Preview (*usage charge applies*)

✓

✓

✓

Multiple subject line split testing

✓

Email content split testing (*coming soon*)

✓

'Friendly from address' split testing (*coming soon*)

✓

Send

Standard

Professional

Enterprise

Multipart delivery

✓

✓

✓

Schedule campaigns to be sent in the future

✓

✓

✓

Outbox, with campaign 'pause' button

✓

✓

✓

Triggered emails following web form submission

✓

✓

✓

Send from your companydomain.com (*set-up charge applies*)

✓

✓

✓

Generic, account-wide auto responder for all email replies

✓

✓

Auto responder for email replies, customisable by campaign

✓

Triggered emails based on recipient action

✓

Custom event triggered emails (*e.g. upsell email sent automatically to any customer who orders product A, or who's Birthday it is*)

✓

Series triggered emails (*e.g. four-stage subscription renewal programme*)

✓

Reporting

Standard

Professional

Enterprise

Graphical representations of your results

✓

✓

✓

Delivered and open rates

✓

✓

✓

Links clicked – by link name and URL

✓

✓

✓

Forwards

✓

✓

✓

Replies

✓

✓

✓

Bounces and unsubscribes

✓

✓

✓

Drill down to individual recipients

✓

✓

✓

Overlay, hotspot report

✓

✓

✓

Print out board room ready reports

✓

✓

✓

Unlimited export of the reporting stats

✓

✓

✓

Generate "Hot Prospects" reports to further target your lists

✓

✓

✓

Filter results by Link Name to generate follow-up campaign lists

✓

✓

✓

Social network bookmark views

✓

✓

✓

Personalised preview

✓

✓

✓

One-click Google Analytics tracking code tool

✓

✓

✓

Schedule report update, emailed to up to five colleagues per campaign

✓

✓

Automatic list/address book generation from reports, for follow-up campaigns based on filtered results

✓

✓

Website page and path tracking

✓

✓

ROI tracking from email to website conversion

✓

✓

Compare reports from different campaigns

✓

✓

Report by top 10 domains

✓

✓

Filter all reports by address book, segmentation filter or dynamic content

✓

✓

Contact history reporting

✓

Geomap of results

✓



REPORTMAIL

Support

Standard

Professional

Enterprise

Online FAQ and help



Free unlimited email support



Free telephone support

for first 30 days*



Dedicated Account Manager who knows your business



* Ongoing telephone support available to ReportMail Standard clients, at £35 p.m

Account management

Standard

Professional

Enterprise

Number of licensed users

3

10

Unlimited

User permissions management



Hierarchical Parent and Child Accounts (*Chargeable per Child Account*)



Corporate Console that can be branded



Get in touch

We'd love to hear from you

If you want to make your email marketing work harder for you or if you just want some advice, we'd love to hear from you.

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