

Features

Benefits

Module: List Management

Easy Data Upload

Upload new contacts, mailing lists quickly & easily, including custom attributes, e.g. birth dates, purchase dates, preferences, etc.

Vanilla\Connect automatically handles de-duplication and removes bad email addresses.

Vanilla\Connect import also updates existing subscriber data with external data changes.

- ✓ **Fast & efficient** data management.
- ✓ **Comprehensive data** capture is the key to successful profiling, segmenting, & targeting.
- ✓ Create personalized, highly relevant campaigns for improved metrics & ROI.

Easy Data Export

Export list data in .CSV or .TXT formats, including standard & custom attributes of all subscribers: active, inactive, unsubscribed, or suppressed.

- ✓ Marketers can distribute the exported list to partners to **generate incremental revenue**, sales team for follow-up, or update other applications.

Subscriber History

Quickly review subscriber's historic behaviors & responses.

- ✓ Have you ever wondered which campaigns you sent your subscribers? No more.

Customizable Data Collection

Create customizable data fields to capture & store subscriber data, e.g. preferences,...

- ✓ Invaluable for profiling, segmentation, & targeting.
- ✓ Customize content depending upon subscriber's specific needs. **Get the right message to the right people at the right time.**

Powerful Search Capability

An intuitive search wizard lets you search on all standard and custom attributes.

A global search query can show all the lists that a specific email address is part of.

- ✓ Fast & efficient search **saves you time.**

Purge & Merge Lists

Merge multiple smaller lists into one big list for better list management.

Purge subscribers in various statuses without deleting original list & its settings.

- ✓ A well maintained list will improve your metrics, conversions, & deliverability rates.
- ✓ Intelligent de-duping across multiple lists & merging of standard, custom attributes will save you time.

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List Attributes

Capture your customer or prospect's details using standard attributes (such as email id, gender) and create unlimited number of custom attributes (such as subscribed date, renewal date, trip date) to help segment your customers base.

Use these standard and custom attributes to keep your data and data types in sync between Vanilla\Connect and your systems.

✓ Rich data capture along with Vanilla\Connect's custom attributes can help marketers to send one-to-one, personalized, relevant communications and increase lead conversion, loyalty, and revenue generation.

Module: Segmentation & Targeting

List-based Segmentation

Query & segment your data by key segmentation variables. For e.g., send a targeted campaign to all your subscribers who are:

1. Female,
2. aged 31 - 40 years old,
3. live in California, and
4. have expressed interest in musical instruments.

✓ Highly targeted campaigns with tailored messages **increase relevancy, improve your metrics, and positively impact your ROI.**

✓ Customize content depending upon subscriber's specific needs. Get the right message to the right people at the right time.

Response-based Segmentation

Query your data by behavioral and campaign activities.

✓ Marketers **can quickly and easily target those subscribers** who have or have not interacted with your campaigns. You can then build targeted list of contacts who you know will be receptive to your future campaigns.

Auto-Sync

A one-click sync button will automatically synchronize all your segments with their original list or campaign.

You can selectively synchronize only those segments you want.

✓ Marketers **can save invaluable time, avoid erroneous data** between segments and lists.

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Module: Forms Management

Individual or Global Opt-in

Create Opt-in forms for every list, which will allow you to customize the data you prefer to capture. Vanilla\Connect will create opt-in form based on your settings with default styles & colors, which can be customized for your website.

All data entered by your subscribers is automatically entered into our database.

- ✓ Vanilla\Connect's robust, built-in opt-in capabilities will help you take your mind off of forms creation and focus on your marketing campaigns.
- ✓ Enable to grow and enrich your database using website sign-ups, **without having to code and build** your own web forms.

Viral Marketing

You have an option to attach a "Forward to a friend" link to your campaigns.

Vanilla\Connect's tracking functionalities are so powerful that it can track how many subscribers forwarded your campaigns & how many new subscribers joined your list due to this tactic.

- ✓ "Forward to a friend" is an expensive viral marketing tactic to spread brand awareness.
- ✓ Helps increase subscription & conversion.
- ✓ Marketers can easily monitor & measure the impact of this tactic.

Choice of Single or Double Opt-in

Choose double opt-in for Vanilla\Connect to automatically send a confirmation to your website sign-ups before adding them to your list.

All data entered by your subscribers is automatically into your database.

- ✓ Double opt-in is an email marketing best practice and can **help improve your deliverability rate**.
- ✓ Choice of opt-ins offer marketers wide latitude to decide.

Unsubscribes & Opt-outs

Vanilla\connect makes sure that all your campaigns sent through our systems will have an unsubscribe link as part of CAN-SPAM law, which allows users to opt-out from your list any time they choose to do so.

You can customize the landing page a user should go to once they click on the unsubscribe link. If you don't provide any landing page, then your subscribers will be shown a default page.

- ✓ Effective management of unsubscribes & opt-outs will help marketers to **successfully comply with CAN-SPAM** law as well as maintain high deliverability rates.
- ✓ Marketers can focus on their objectives **rather than worrying** compliance adherence.

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Module: Campaign Management

Easy & Intuitive Campaign Creation

Our campaign wizard lets you perform a number of tasks - everything from campaign settings to tracking to selecting your lists to personalization - while you stay only on one page throughout your campaign creation process. Yes, only ONE page.

- ✓ An easy to use, everything on one page campaign wizard **saves you time, is less error prone**, and helps you to create a complete campaign.

Multipart Delivery

Emails are dispatched from Vanilla\Connect with both a HTML as well as text version.

- ✓ Ensures all recipients will be **able to read your communications**.

So, if your recipients view on a mobile device or have disabled HTML, the most appropriate version will be chosen on dispatch.

Campaign Scheduling

Select a future date and time for automatic dispatch of your campaigns.

- ✓ **Offers flexibility & control.** Your campaigns can be sent at the optimum date & time for best response.

Built-in SPAM checker

Checks & scores the content of your campaign against spam filters in advance of dispatch. We partner with SpamAssassin, the industry leader.

- ✓ **Identify potential issues** with spam filters in advance to maximize your email deliverability.

Personalization

Vanilla\Connect comes with built-in personalization toolset to make your campaigns look professional and highly personalized with subscriber merge tags, manage your profile, company address information, forward to a friend, and unsubscribe links.

- ✓ Marketers can easily achieve effective one-to-one interaction even though your campaign is sent to thousands of subscribers resulting in an **increase in subscriber loyalty, conversions, and brand engagement**.

One-click Google Analytics Integration

Vanilla\Connect is integrated with Google Analytics. Simply check a box, customize how your campaigns should be tracked, and we will do the rest.

- ✓ Using Google Analytics, Marketers can check the impact of their campaigns in **driving traffic to their website**.

Campaign Testing

Create a test group with a seed list to test your campaigns before you deploy.

- ✓ Marketers can stay true to the old adage: Test & test again.

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Module: Content Management

Content Approval Process

Vanilla\Connect allows you to create content and place it in draft mode so that it will not appear for selection during campaign creation.

- ✓ **Protects** from accidentally or deliberately publishing incomplete content or content pending approval.

Dynamic Containers

Create unique content specific to different target segments.

Select the list to which the dynamic campaign needs to be sent.

Map each target segment of your subscribers with the appropriate dynamic content.

Use these containers in your campaigns. Vanilla\Connect will automatically merge the dynamic containers based on the segmentation criteria.

- ✓ One of email marketer's biggest challenges - **"How to send relevant content to my subscribers?"** - will no longer be an expensive proposition or an exercise in futility.
- ✓ Vanilla\Connect's dynamic containers will help marketers **dynamically and easily send relevant content to targeted user segments in the same campaign.**

Module: Campaign Optimization

A/B Split Testing

Powerful A/B split testing lets you test your campaigns against a small part of a list or segment for effectiveness on:

1. Subject Lines
2. From Name
3. Actual Content

Vanilla\Connect will analyze the result and will select the winner of A/B split testing automatically.

- ✓ Marketers can optimize the right combination of campaign variables to **boost campaign response now.**
- ✓ Testing more variables **increase likelihood** of split test winner's preference to suit rest of the list.
- ✓ Automatic test and analysis **saves time.** Easily send the split test winner to rest of the list or segment.

Dynamic Campaigns

Dynamic Campaigns allow you to send personalized, one-to-one marketing campaigns based on several segmentation variables such as your subscribers demographics, interest, or past response to your campaigns.

- ✓ Marketers achieve **true one-to-one interaction** by dynamically sending targeted communications to their customers. Vanilla\Connect will help accomplish this objective **automatically.**
- ✓ Marketers can quickly adapt to their target market's changing needs **without any increase in resources or time.**

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Module: Marketing Automation

Drag-and-Drop Workflows

Use drag and drop workflows to send one message or a series of messages either after a specific event or an action triggered by the customer's presence or absence of behavior.

Autoprocessors, Triggers, & Autoprocessor Series form the core of the workflows.

You can create a wide variety of automated campaigns including:

1. Welcome messages
2. Double Opt-in welcome messages
3. Welcome message series
4. Abandoned shopping cart messages
5. Abandoned form messages
6. Lead nurture messages
7. Cross-sells, Up-sells, & Next-sell messages
8. Countdown and limited-time offer messages
9. Renewal messages
10. Activating dormant customer messages
11. Abandoned click messages
12. Pre- and Post-purchase messages
13. Lifecycle marketing messages
14. Transactional messages
15. and many more

- ✓ Drag & drop workflows allow you to create autoprocessors, autoprocessor series or triggers **easily and quickly**.
- ✓ Marketers can use these workflows to create business rules of varying complexity to **generate campaigns or actions in response to a customer's behavior or absence of behavior**.
- ✓ By effectively and efficiently delegating these crucial, brand building, and revenue generating tasks to Vanilla \Connect platform, **marketers can save time, effort, budget** and instead focus on the strategy and tactics of campaign creation and measurement.
- ✓ Marketers can **achieve broad based objectives** including brand awareness, customer retention, loyalty, lead conversion, up-sell and cross-sell.

Category

Categories will allow you to store all autoprocessors related to one campaign like a file folder that holds information.

Since you may, over a period of time or at the same time, create several autoprocessors for one campaign, we thought it would be helpful if you could put all these autoprocessors in one place that you could quickly go to whenever you need.

You can also move autoprocessors from one category to another any time you wish.

- ✓ By organizing autoprocessors in categories, Marketers will be able to **manage existing autoprocessors efficiently** and not allow these to grow unwieldy in one spot.

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Autoprocessor Workflows

Vanilla\Connect's autoprocessors can be used to send one message or campaign or just perform one action such as update the status of a customer in client's or Vanilla\Connect's database.

The autoprocessor will look at the rules you create and execute the actions you specify. Use rules to specify the conditions that should start the autoprocessor - either automatically on specific days or only when specific conditions are satisfied.

Let's say that you want to remind your existing customers to renew their license to use your product (online images) and you want to send this reminder 30 days before the renewal date. You can create an autoprocessor to look at the list and send a reminder campaign to those members whose license will expire in 30 days.

Autoprocessor Series Workflows

Vanilla\Connect's autoprocessor series includes drip campaign capabilities that can be customized based on a prospect or customer's demographics (industry, title, age), site behavior (web site visit, specific page visit on your website), purchase history, current behavior (abandoned cart), status, or her engagement with your lifecycle and brand marketing efforts.

Autoprocessor Series rules are condition bound. They essentially focus on specifying under which condition to start the autoprocessor. You can specify how many autoprocessors need to be created in the series and how frequently they need to be executed.

Using the online image license renewal example, marketers can create one campaign to send renewal reminders, say, 60 days prior to the renewal expiry date, move those who have renewed away from the list, send 2 more reminder emails 2 weeks apart to those who have not renewed and hand over the procrastinators to your inside sales team for follow up. All these tasks are handled automatically once the autoprocessor series is set up.

- ✓ Marketers will have a lot of latitude on picking the right combination of rules and actions to suit their needs. Unlike batch and blast mailing or simple autoresponders, Vanilla\Connect's **autoprocessors work on one customer at a time.**
- ✓ Marketers can **store unlimited number of subscriber/customer information** such as subscribed date, last purchase date, shopping cart abandoned date, trip date, renewal date, etc and use this data to **send relevant, targeted campaigns - all automatically executed.**
- ✓ Using our intuitive drag-and-drop workflow designer, marketers can **build a single autoprocessor in just 1 minute.**

- ✓ Whether it is **nurturing a lead, promoting a loyalty program, reminding a renewal, or reviving a dormant customer**, Vanilla\Connect's autoprocessor series Marketers can streamline their tasks and focus on those that really need their attention.
- ✓ Autoprocessor series has the powerful ability by **adding innumerable number of hidden marketing and sales resources** to help nurture prospects, convert leads and encourage customers to act.
- ✓ Marketers can **store unlimited number of subscriber/customer information** such as subscribed date, last purchase date, shopping cart abandoned date, trip date, renewal date, etc and use this data to **send relevant, targeted campaigns - all automatically executed.**

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Triggered Workflows

Vanilla\Connect Triggers can be invoked by an event such as when a subscriber opts-in to a list or when a customer opens/ clicks a link in an email campaign or by the marketer's system. Triggers can also be invoked by an API call.

Trigger rules are subscriber/customer behavior based. It essentially encourages you to ask questions such as, "If a prospect/subscriber/customer behaves in this specific way to my communications, what do I do and how do I keep her engaged with our brand or motivate to purchase?"

Triggers can also be created without any rules but with specific actions.

Using the online image license renewal example again, if your renewal recipient opened or clicked a link in your reminder campaign but did not renew, then you could use this to invoke a trigger (after some delay) to send a campaign and motivate the customer to convert.

- ✓ Vanilla\Connect's Triggers are comprehensive, very powerful and function as multiple, invisible marketing resources focused on customer behavior or a lack thereof to **motivate the disengaged to engage, dubious to convert, occasional buyers to repeat buyers** at a pace that marketers can set based on their target market.
- ✓ Marketers can use these customer interactions to take appropriate and timely actions.
- ✓ Simple triggers, with minimal effort, could very well **bring in incremental revenues and increase ROI** of marketer's investments.

Transactional Messages

You can include any promotional offer (make sure you adhere to CAN-SPAM's descriptions of transactional emails) along with your transactional emails. Transactional emails include e-receipts, e-statements, purchase confirmations, e-tickets, reminders, and many more.

- ✓ Marketers can use the high open and click rates of transactional emails to their advantage and **include revenue generating or brand building offers.**

Real-time Data Inserts

Vanilla\Connect comes with the ability to sync up with your e-commerce or marketing database to include a customer's recent purchase data or pertinent information before sending campaigns such as, say, up-sell or next-sell, or activating dormant customers. These inserts can be done in real-time.

- ✓ Marketers can increase relevancy, personalization by pulling individual customer's purchase history or preferences before they communicate with her. The mere act that you know your customer's interests could **increase conversion as well as brand loyalty.**

You can include customer's current online images in the renewal campaign before you send them. You can do this for each and every customer. This has the potential to help increase conversion quickly.

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Real-time Data Updates

With Vanilla\Connect, before you send a campaign, you could sync up with your systems to get the up-to-date status of your customer or prospect's behavior and then decide to send or avoid the next campaign. These tools are part of the automation workflows and can be added as you create a trigger or an autoprocessor.

Using the online image license renewal example again, let's say that you have setup a series of autoprocessor campaigns to remind those customers who need to renew and a trigger campaign to motivate those who clicked on a link in your campaign but did not convert. What if a customer converts after the second reminder autoprocessor series campaign? By having each campaign in the autoprocessor series to check your database, Vanilla\Connect's tools will cancel any future reminders.

Real-time Behavioral Capture

You can automatically segment those customers who have exhibited certain behavior such as open your autoprocessor or trigger campaigns by capturing them to a list and then target them with meaningful marketing tactics to encourage additional purchases or conversion.

Protection against campaigns to entire list

Vanilla\Connect's marketing automation module comes with built-in protection against creating autoprocessors inadvertently and sending campaigns to an entire list. All the workflows - autoprocessor, autoprocessor series, triggers are based on handling one customer/subscriber at a time.

✓ Using Vanilla\Connect's tools, marketers can **minimize data disparity and avoid database silos.**

✓ Marketers can **save valuable time and gets them to focus on the next actions.**

✓ Marketers can take comfort that Vanilla\Connect's built-in protection mechanism can help **avoid automatically blasting an entire list and instead focus on auditing** how many relevant, meaningful communications are being sent to each customer.

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Module: Calendar Management

Calendar Management

Vanilla\Connect's calendar management module displays 4 different events on the calendar:

1. Campaigns sent,
2. Campaigns scheduled,
3. Your project related tasks, &
4. Holidays

Vanilla\Connect automatically displays on the calendar the dates when campaigns were sent and/or scheduled. You can customize the calendar by adding your personal tasks related to your marketing campaigns and holidays.

✓ Calendar Management gives marketers a 30,000 ft level view of all their campaign activities - past, present, & future. This capability **allows marketers to focus on the urgent as well as the important.**

✓ Customizing the calendar with personal tasks related to campaign activities as well as any holidays could aid marketers to get a realistic view of their commitments in the context of available time so that they can **manage their time effectively.**

Module: Reports Management

Graphical Representation of your Results

Your campaign response metrics will be presented in boardroom-ready graphs and charts.

✓ Easy campaign analysis ready for you to present in meetings and justify more email marketing budget.

Key Performance Indicators

Vanilla\Connect tracks the following performance indicators:

1. Response funnel,
2. Reader rate,
3. Receipt rate,
4. Click rate,
5. Bounce rate,
6. Viral rate,
7. Unsubscribe rate,
8. Campaign response rates, & many more.

✓ Armed with comprehensive analytics and visually pleasing graphs, marketers will be in a position to **clearly see the performance of their campaigns** and decide on those campaign variables that they can optimize to achieve their objectives.

Bounce Reports

Vanilla\Connect's bounce statistics offer insights into email id's that bounced (hard/soft) & the specific reasons.

✓ Vanilla\Connect's comprehensive & clear bounce reports will **help marketers to take care of list hygiene,** keep their list fresh, & better manage retention.

Campaign Compare Reports

Compare Reporting for Multiple Campaigns side-by-side.

✓ Benchmark your most successful metrics. Learn which of your campaigns are working, which are not, and do more of those that are winning.

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Campaign Performance Reports

Vanilla\Connect provides a lot of performance reports including:

1. List performance,
2. Domain report,
3. Click-through performance,
4. First 24 hours open/click performance,
5. Campaign forward, and
6. Unsubscribe reports.

- ✓ Essentially you can track any metric, perform a drill-down analysis quickly, and factor the results in your next campaign.

Behavioral Targeting based on Reporting Data

Create powerful segmentation queries based on the history and behavior of your campaign recipients - including which emails they have received, opened, and clicked-through.

- ✓ Marketers can **increase campaign response rates and boost ROI** using Vanilla\Connect's behavioral targeting capabilities:
 - ✓ Target your most responsive and profitable customers.
 - ✓ Identify and mail your hot prospects.
 - ✓ Identify and reengage your dormant contacts.

Geomap of Results

View your open report on geography on an at a glance heatmap.

- ✓ Pinpoint your geographical hotspots for better metrics & ROI.

Unlimited Exporting of your Report Statistics

Export reporting data as many times as you need.

- ✓ Feed results into your CRM, back-end databases, pass on to your sales team, or include in marketing reports & presentations.

Module: Deliverability

Automatic Unsubscribe Handling

r-click, real time, automatic unsubscription.

- ✓ **Quick & automatic handling of unsubscribe requests** will assure marketers that
 - ✓ future communications will not be sent to the unsubscribers,
 - ✓ avoid the risk of being reported as SPAM by the irate user, &
 - ✓ greatly improve deliverability.

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Automatic Bounce Handling

Our intelligent bounce processing system handles all soft & hard bounces automatically, appropriately, & in compliance with CAN-SPAM as well as industry best practices.

- ✓ This will help you to keep your subscriber lists clean, stay CAN-SPAM compliant, and really **understand the reasons** for all those bounces.

Delivery Monitoring

Treselle's delivery monitoring & anti-abuse team will continuously monitor all client campaigns using PowerMTA's (from Port25 Solutions) delivery policy management capabilities.

- ✓ We will help **you meet ISP standards** and not just engage in batch & blast mode.
- ✓ **Protects your email sending reputation.**

ISP Feedback Loops

1. Treselle Systems has enrolled into feedback loops with all major ISP's that offer them.
2. We constantly monitor & quickly act upon any complaints we receive from ISP's.
3. Vanilla\Connect supports all FOUR authentication mechanisms:
 - a. DKIM (Domain keys identified email)
 - b. SPF (Sender policy framework)
 - c. Domain Keys
 - d. Sender ID

- ✓ If your subscriber reports an email that we deliver on your behalf as SPAM, then we automatically will opt-out that subscriber so that you will not send any more communications to him/her.
- ✓ Treselle System's team will work hard to **protect your email reputation.**

IP address and Domain Blacklist Monitoring

Treselle Systems has put together tools to consistently check all the IP addresses of our outbound mail servers against major internet black lists. If any of these addresses get blacklisted, our deliverability team will work with ISP's to resolve the situation.

- ✓ Our dedication to assist you to be black-list free and your commitment to follow best practices will help you to **send marketing campaigns & communications uninterrupted.**

Module: Accounts Management

User and Roles Management

Vanilla\Connect is a roles & permission based system. You can specify your employee's access privileges on everything from list management to campaigns, content, forms, and reports.

- ✓ Access privileges will help our clients to **secure their subscriber data** from any accidental or intentional data corruption.
- ✓ By assigning and effectively managing user and roles, clients can **adhere to corporate or department's regulation and compliance requirements.**

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Time Zone Aware

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| <ol style="list-style-type: none">1. Tell us what time zone you run your business in and we will show everything in that time zone.2. We feel this makes more sense to your business rather than showing everything in the time zone where the servers are located. | <p>✓ When you schedule campaigns, we make sure they are sent based on your time zone.</p> |
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Global Settings

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| <ol style="list-style-type: none">1. Vanilla\Connect offers 15 standard attributes to capture your subscriber information. You can add more custom attributes to suit your business needs.2. Define repetitive custom attributes in the account management module. | <p>✓ The ability to set certain standard, repetitive tasks in one place, will help marketers save lot of time as well as help reduce errors.</p> |
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