

Features

Benefits

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.

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.**

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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.**

Time Zone Aware

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.

- ✓ When you schedule campaigns, we make sure they are sent based on your time zone.

Global Settings

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.

- ✓ The ability to set certain standard, repetitive tasks in one place, will help marketers **save lot of time as well as help reduce errors.**