

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.