



REALMAGNET.COM

Visit www.realmagnet.com to learn more about how MagnetMail can help you create emails with both form and function.

“OUR RESPONSE RATE HAS NEVER BEEN BETTER!”

Adrienne Adler, Director of Marketing,
PennWell Corporation

TRACK EMAILS

Track every action taken by your recipients.

Expert marketing can only be accomplished with thorough data, which is why MagnetMail tracks every action taken by your recipients and reports the full results for your analysis. It's these details that will help you take your marketing plan to the next level.

Every data point you need is available, including messages sent, delivered, opened, clicked, bounced, web pages visited, unsubscribes, A/B testing results and much more. Here's a look at the various components of MagnetMail's comprehensive tracking functionality:

- **Recipients:** MagnetMail tracks the actions of every recipient. This allows you to delve into any individual's data and get a full view of that person's historical activity.
- **Messages:** After you send a message, turn to MagnetMail's aggregate tracking data to get a full summary of its performance. You can also directly compare tracking data for multiple messages to analyze which ones generated the most activity from your recipients.
- **Bounces:** Meticulous management of bounces is a key ingredient of higher delivery rates. MagnetMail provides in-depth tracking of bounces, broken down by type. MagnetMail automatically resends bounced messages to improve your results, but also lets you manually resend bounces at any time.
- **Web:** Driving traffic to your web site is important, but so is keeping visitors while they are there. By taking advantage of our special integration with Google Analytics or our proprietary web tracking system, you can track email traffic to your landing pages and throughout the visits to your web site. This high-end feature will help you measure the effectiveness and comprehensive results of your email campaigns.
- **Mobile/RSS/Fax:** Like email, every mobile, RSS or fax message that you send out is tracked and reported in MagnetMail.

Request a demo to get a first-hand look at how MagnetMail can quantify your marketing efforts.

MAGNETMAIL = EMAIL + EVENTS/SURVEYS/MOBILE/RSS/FAX