



REALMAGNET.COM

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

“MAGNETMAIL HAS HELPED US INCREASE OUR BOTTOM LINE.”

Craig Cussimano, Director, Online Services, American Gas Association

EVENT TRACKING



Every detail about your event is tracked in MagnetMail.

The Real Magnet Events Module integrates promotion, registration, confirmation, reminder, attendance and follow-up, and every online action taken by your customers is tracked and reported in MagnetMail.

Instead of coordinating data from disparate applications, everything is collected in MagnetMail, giving you a full marketing view of your customers.

Not only does this greatly simplify your process, but it allows you to analyze every stage of your event so that you can make improvements and target future attendees.

Included in the tracking data is financial information. You'll know exactly how much revenue has been committed and collected.

Here are just a few of the standard reports that you can pull:

- Overview
- Registrations by event
- Registrations by date
- Cancelled registrations
- Individual registrant details
- Revenue collected
- Balance due
- Email activity

Request a demo to get a first-hand look at how MagnetMail can power your event management.

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