



Newsletter – Product Sheet

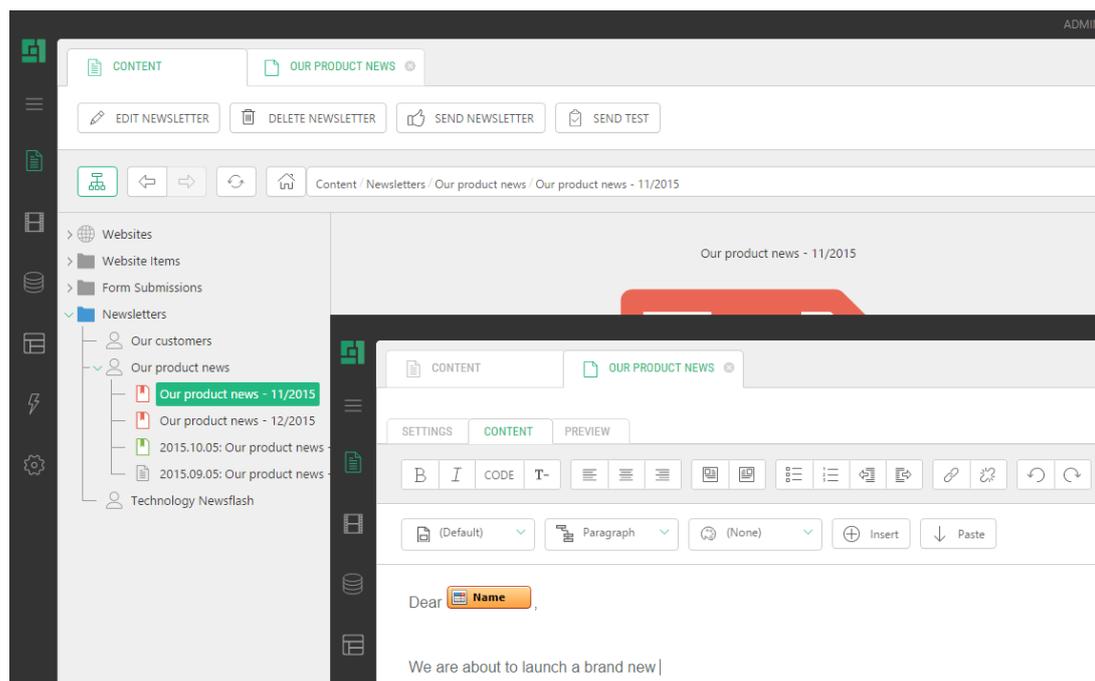
2017-02-13

Keep Your Customers Informed

Nowadays, a newsletter is one of the effective ways of reaching your existing and prospective customers as well as a great tool to maintain a community around your products and services. Keeping your clients updated with your latest information ensures that they will not miss what you want them to be aware of.

The Newsletter add-on allows you to prepare and regularly send newsletters to your customers and subscribed users informing them of your news, upcoming events and other activities.

The user-friendly administrative tools for managing newsletters are directly integrated into the CMS Console.



The Newsletter add-on keeps track of all your mailing campaigns and provides you with statistics for a specific newsletter or a recipient.

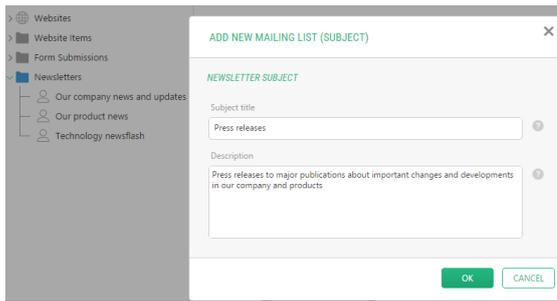
Besides, if you want your website users to subscribe or unsubscribe from your mailing lists directly from your website, you can easily add these possibilities to your website using a number of XSLT-based and easy-to-redesign functions.

Features

The following are major features of the Newsletter add-on:

- Multiple mailing lists
- Mailing lists from external sources
- Newsletter templates
- Personalization of newsletters
- Website content reuse
- Various sending options
- Statistics
- Subscription form

Multiple Mailing Lists



Do you have a list of email addresses you want to start a mailing list with?

Create a subject-based mailing list and add members to it from your list.

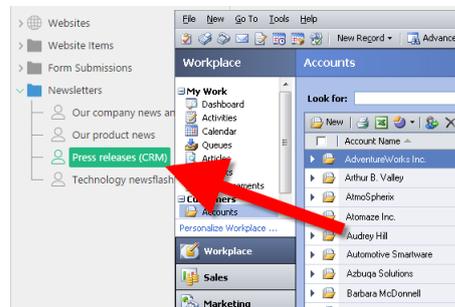
Do you have a list of customers with email addresses as a data type?

Create a mailing list by importing members from this data type.

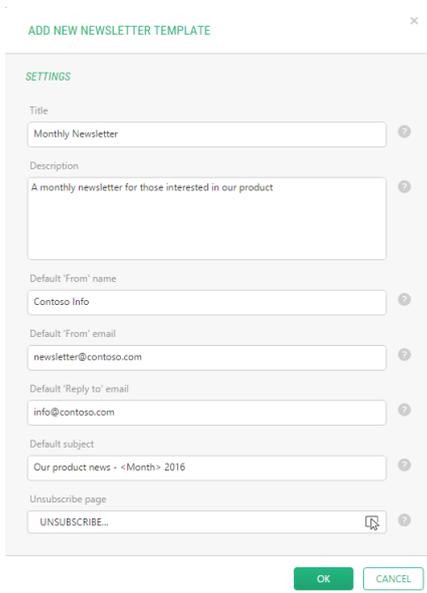
Mailing Lists from External Sources

Do you want to get mailing list members from a text file, a spreadsheet, or a CRM system?

Use the Newsletter plug-in model to develop your own mailing list member providers linked to the external source of your choice.



Newsletter Templates



Do you want a consistent appearance of related newsletters? Do you want to provide default information once and reuse it from newsletter to newsletter?

Create and use newsletter templates for your newsletters. Creating a newsletter template is as easy as creating a page template for your website.

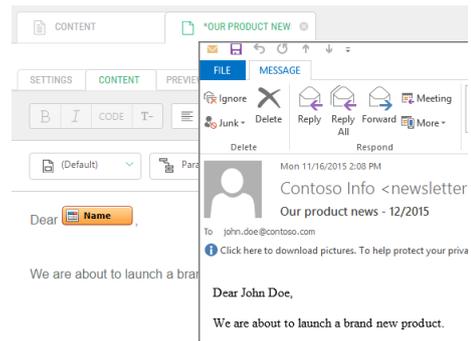
Leave presentation to newsletter templates. While writing your newsletter, focus entirely on its content.

Personalized Newsletters

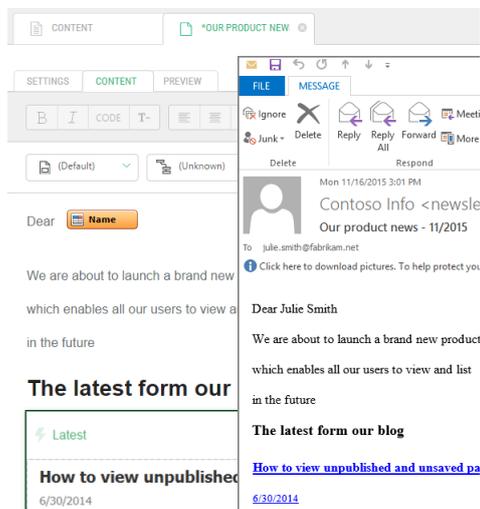
Do you want your newsletter start with “Dear John” or “Dear Jane” instead of “Dear customer”?

Make use of custom fields available for each mailing list to personalize your newsletters.

Writing the content for your newsletter is simple as writing the content for a web page.



Website Content Reuse



Do you want the latest news or other important information from your website to be reused and embedded in your newsletter?

Make use of the functions in the newsletter or newsletter template as you do when editing web pages.

Get the content automatically from your website.

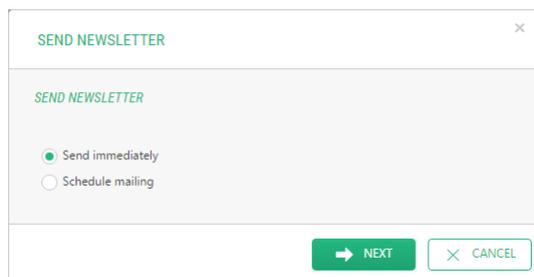
Various Sending Options

Is your newsletter ready to be sent right now? Send it immediately.

Is your newsletter ready to be sent next week? Send it on schedule.

Do you want the new members to catch up with your news? Add them to your mailing list and resend the existing newsletters to them.

Do you want to make sure that a recipient will see your newsletter exactly as you intended it to be? Send a test newsletter to a dedicated address and check it by yourself.



Statistics

Summary
The number of members the newsletter has been sent to and the number of members who have opened the newsletter

Sent
Opened

Links
The number of clicks on each link in the newsletter

Link
http://www.contoso.com/product1
http://www.contoso.com/product2

Domains by active users
The number of members who have opened the newsletter - grouped by their domains

Domain
contoso.com
fabrikam.net

How many newsletters have been sent?

How many newsletters have been opened?

What links have been clicked?

Who are the most active recipients of your newsletters?

Simply view the statistics behind your newsletter campaigns.

Subscription Form

Do you want your users to subscribe to your mailing lists right from your website?

Add a subscription form to any page.

Have your website visitors decide what they want to read about.

Name

Email

Our Company News and Events

Our Product News

Technology Newsflash

Price Information

You can get the Newsletter add-on as a part of one of the C1 CMS service plans.

For information about the plans, please see <http://c1.orchestra.com/Plans>.