

# JangoMail

## Top 10 Reasons to Use JangoMail

1. 100% branding control of your emails
2. Advanced one-to-one personalization
3. Full control of all aspects of your email message, including header details
4. Real-time connection to external databases
5. Recipient-level tracking of opens, clicks, replies, bounces, unsubscribes, forwards, and web site activity
6. Highly advanced HTML editor
7. API/Web service integration
8. Reliable and distributed deliverability
9. Foreign language capabilities
10. Initiate mass emails from your desktop email client
11. 24 hour emergency support
12. Constant service improvements and feature additions - you don't have to wait for a yearly or quarterly upgrade!

## Full Feature List

### Composing Emails

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- ✓ HTML, plain text & SMS messages
- ✓ Simple and advanced HTML editors
- ✓ Define "chunks" of HTML that can be inserted with a single click
- ✓ Standard personalization
- ✓ Conditional logic personalization
- ✓ Use an @jangomail.com or your organization's From Address
- ✓ Attach up to 20 files per email
- ✓ Behavioral segmentation
- ✓ Foreign language capabilities
- ✓ Email templates
- ✓ Customizable message headers
- ✓ Embed URLs
- ✓ Personalized and default CAN-SPAM footers
- ✓ Embed images

### Sending Emails

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- ✓ Define recipients who will receive a copy of every sent email
- ✓ Interact with JangoMail over the web or via any standard email client
- ✓ Triggered emails
- ✓ Scheduled emails
- ✓ Recurring emails
- ✓ Spam content testing
- ✓ Email client render testing
- ✓ CC and BCC
- ✓ Email throttling
- ✓ Create suppression lists from a past email campaign or from scratch
- ✓ Use JangoMail as a discussion server
- ✓ Transactional emails with full DKIM signing, tracking, and immediate delivery over SMTP
- ✓ SMTP relay with tracking, logging, and DKIM signing

### Database Connectivity

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- ✓ Real-time connection to any standard local database
- ✓ Connect to any ASP/PHP/Cold Fusion-driven web site database.
- ✓ Synchronize unsubscribes, bounces, opens, clicks, and other activities with your database
- ✓ Use the API and web service to remotely manage and retrieve data
- ✓ Salesforce and Microsoft CRM connection

### Reporting and Analytics

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- ✓ Opens
- ✓ Clicks
- ✓ Website activity
- ✓ Google Analytics connection
- ✓ Forward to a friend tracking
- ✓ Unsubscribes
- ✓ Bounces
- ✓ Historical tracking by recipient
- ✓ Click tracking visual overlay
- ✓ AJAX-based reporting
- ✓ Time-based reporting
- ✓ IP Address and Browser tracking
- ✓ View SMTP log files
- ✓ Geo tracking

### **Email Deliverability**

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- ✓ Habeas SafeList member
- ✓ Return Path Certification program partner
- ✓ ESPC and MAAWG member
- ✓ Manage your own DomainKeys/DKIM records
- ✓ Setup SPF/SenderID
- ✓ Feedback Loops (FBLs) with major email clients
- ✓ 24 hour network monitoring
- ✓ Dedicated SMTP Sending Servers and IP Addresses are available
- ✓ Complex domain/sender routing rules allow granular control of delivery
- ✓ Smart Hosts
- ✓ Custom built Windows-based MTA/SMTP
- ✓ Distributed SMTP infrastructure allows access to unlimited IP ranges

### **Email Address List Management**

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- ✓ Unlimited email groups and email addresses
- ✓ Unlimited fields for each group
- ✓ Web signup form creation
- ✓ Recipients can modify their own profiles
- ✓ List scrubber can turn invalid addresses valid and remove duplicates
- ✓ Export all data to Excel
- ✓ Set up autoresponders
- ✓ Easily add contacts
- ✓ Double opt-in confirmation option
- ✓ Use any email list as a send-to group or as a suppression group
- ✓ Create large text fields within email lists
- ✓ Search any or all email lists at once
- ✓ FTP email recipient lists
- ✓ List-unsubscribe header option

### **Reply Management**

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- ✓ Automatic unsubscribe/bounce handling
- ✓ Option to email bouncebacks
- ✓ Recipient requests to change email addresses are handled automatically
- ✓ Automatic forwarding of valid user replies
- ✓ Automatic forwarding of Challenge-Response replies to a specified user
- ✓ Virus messages are automatically deleted
- ✓ Unsubscribe/bounce synchronization with web databases

### **Features for Agencies**

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- ✓ Client sub-accounts
- ✓ Multiple logins
- ✓ Reporting only logins
- ✓ Private label option
- ✓ List/Group sharing across sub-accounts
- ✓ Unsubscribe/Bounce sharing
- ✓ Lock sections of templates
- ✓ FTP account

### **Custom Features and Solutions**

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- ✓ Dedicated processing
- ✓ Custom scripting/programming
- ✓ New feature creation
- ✓ Reporting automation
- ✓ Transactional custom scripting

### **Client Support**

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- ✓ 24 hour emergency support
- ✓ Experienced sales and support team
- ✓ Standard Hours: M - F, 9am- 6pm EST
- ✓ Tutorials: [www.jangomail.com/documents.asp](http://www.jangomail.com/documents.asp)