

## Meet The World's Best On-Demand Email Marketing Service: Lyris ListHosting

Forget about having to buy expensive software or equipment. Lyris ListHosting lets you launch world-class email marketing campaigns, newsletters, and discussion groups right from your web browser. And with more than a decade of marketing expertise and positive ISP relations built into every feature, Lyris ListHosting provides all the benefits of working with a reputable provider, plus the convenience of an online solution. All you need is a browser, and you're ready to mail.

### Market with ease.

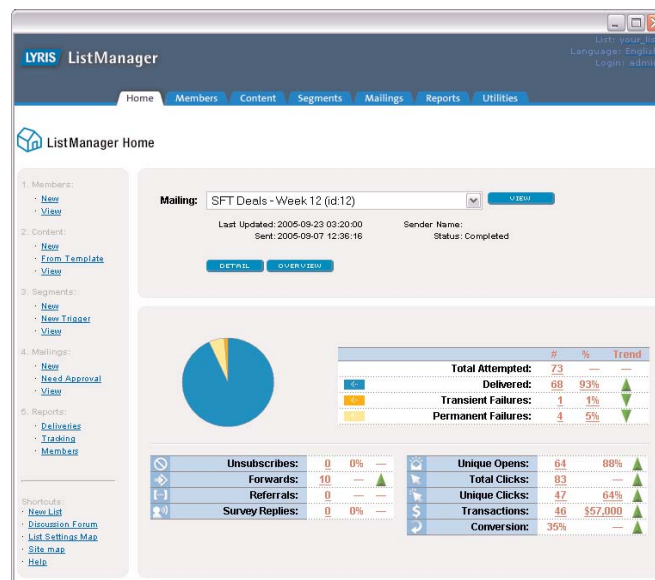
Lyris ListHosting makes creating, sending, and monitoring your email campaigns easy. Our user-friendly interface and experienced personnel help you get up and running fast.

### Control your costs.

Lock in your marketing budget with Lyris ListHosting's predictable monthly fees. No need to worry about hiring dedicated IT staff, acquiring costly hardware, or purchasing additional bandwidth.

### Send less, sell more.

With audience segmentation tools, mail merge, and conditional content, it's easy to build precise, personalized messages that generate better results than expensive mass mailings. Our automatic list hygiene and bounce management features mean you won't pay for mailing to duplicate or bad addresses.



*ListHosting features a user-friendly web interface for easy access from any Internet browser.*

### Mail with confidence.

Relax while our world-class data facility, top-notch technical staff, and award-winning software handle all the hassles of email administration and security behind the scenes. Founded in 1994, Lyris is one of the most proven and trusted names in the permission-based email industry.

# CHOOSE THE RIGHT PACKAGE FOR YOUR NEEDS

<b>FEATURES</b>	<b>Newsletter</b> <i>Recommended package for online newsletters, email alerts, and other email announcements</i>	<b>Discussions</b> <i>Recommended package for discussion groups and online communities</i>	<b>Marketing</b> <i>Recommended package for targeted, one-to-one email marketing and personalized campaigns</i>	<b>Enterprise Marketing</b> <i>Recommended package for email marketing— including tracking, ROI analysis, and triggered mailings</i>
<b>Content Creation</b>				
Text, HTML, multipart MIME, and attachments support	✓	✓	✓	✓
HTML template builder	✓	✓	✓	✓
Content converters/validators	✓	✓	✓	✓
Basic mail merge	✓	✓	✓	✓
Survey wizard	✓	✓	✓	✓
Spam content analysis			✓	✓
Enhanced mail merge on all fields			✓	✓
Dynamic, conditional content and advanced content scripting			✓	✓
Rich media insertion			✓	✓
<b>Discussions and Archives</b>				
Discussion group management	✓	✓	✓	✓
Message reading interface and archive	✓	✓	✓	✓
Conferencing (real-time chat)		✓	✓	✓
View as newsgroup ("Multiview")		✓	✓	✓
<b>Campaign Building</b>				
Create, preview, save, export, and download segments			✓	✓
Query builder			✓	✓
Demographic segmentation			✓	✓
Clickthrough and clickstream segmentation			✓	✓
Survey response-based segmentation			✓	✓
Triggered mailings				✓
Sequential mailings			✓	✓
Member update tags (behavior-driven database updates)				✓
<b>Administration</b>				
Web interface TCP/IP security	✓	✓	✓	✓
Email and web-based unsubscribe	✓	✓	✓	✓
Automated bounce handling	✓	✓	✓	✓
SSL support			✓	✓
Unlimited demographic data fields			✓	✓
Custom branding (domain)	Available option	Available option	✓	✓



*Learn who is most interested in your business, automatically send a highly targeted message, and drive more loyalty and sales than ever before.*

<b>FEATURES</b>	Newsletter	Discussions	Marketing	Enterprise Marketing
<b>Reporting and Tracking</b>				
Pre-built list and mailing reports	30+	30+	100+	200+
Individual member reports	✓	✓	✓	✓
Custom chart builder			✓	✓
HTML open detection/sniffer			✓	✓
Clickthrough and clickstream tracking			✓	✓
Refer-a-Friend functionality and tracking			✓	✓
Forward tracking			✓	✓
Blacklist and complaint checking			✓	✓
Demographic analysis reports			✓	✓
<b>Advanced Analytics</b>				
Online and offline purchase tracking and reporting				✓
Customer interest analysis				✓
Sales cycle and abandonment tracking				✓
Web traffic analysis				✓
Total mailing analysis views				✓
<b>Support</b>				
Technical support (web site and email)	✓	✓	✓	✓
Technical support (toll-free telephone)			✓	✓
Dedicated technical support				✓

## FEATURES

### Show real ROI.

Go beyond clickthrough tracking to learn which mailings really generate the greatest interest, purchases, and profits. Advanced marketers can take advantage of our Action Tag Technology™ to measure and optimize their entire e-marketing program, from email to web site.

### Effortless content creation

Design and save your own fill-in-the-blank templates, allowing users without any HTML knowledge to create attractive messages in your standard format. Or use one of our dozens of built-in email templates. Automatically optimize your content for users with AOL, wireless, and more.

### Automated bounce and subscription management

Save time and increase the value of your mailing list by taking advantage of our hassle-free list administration tools. Automatically identify and remove unsubscribes and invalid addresses using our failsafe unsubscribe links and customizable bounce handling rules.

### Right message, right time

Send personalized birthday greetings, mortgage rate alerts, or renewal reminder messages automatically with perfect timing. Triggered mailings let you send instant email based on dates, events, list member web activity, or any other criteria you set.

### Dynamic one-to-one marketing

Increase the effectiveness of your messages with deep personalization. In addition to basic mail merge tags ("Today's offers for John Smith"), take advantage of content scripting (such as sending a unique web page link to each email recipient). We also offer dynamic, conditional content (for example, add a special offer only to list members in a particular zip code).

### Testing and optimization

Analyze what's working—and what isn't—using random sampling, list merge/purge, and A/B splits. Use our spam content analysis tool before you mail to minimize the chance that your opt-in email will be filtered out before it ever reaches your members' inboxes.

### Interest, purchase, forward, and ROI tracking

Action Tag Technology™ lets you monitor more than just bounces, deliveries, and opens. Track prospect interest levels, actual online and offline purchases, referrals and more. Learn who your "hot leads" are, which "conversion events" turn browsers into buyers, and how to refine your strategy to drive loyalty and sales.

### Easy access to your data

Get real-time access to your data however and whenever you want. Just click to download data locally, or view online in graphic or tabular form. You can also view subscription, demographic, and individual history reports for your entire membership base.

### Flexible options

Lyris ListHosting is available in a wide range of packages, so you'll never pay for more features or message volume than you're actually using. We make it easy to switch as your needs evolve.

Take  
Control  
of Your  
Email  
Marketing

Founded in 1994, Lyris Technologies develops advanced software and services for email messaging and filtering. Lyris solutions are used by more than 5,000 customers, ranging from Fortune 500 corporations to fast-growing startups

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