

# Is Lyris HQ Essential Edition Right for Me?

## I want live help when I need it.

Email marketing is much more than just a tool. That's why at Lyris you'll have an account manager for an entire three weeks after you sign up to ensure you get off to a fast start. You'll also have ongoing access to live chat support, Web-based support and a robust knowledge center.

## I need to get up and running fast so there are no interruptions to our current email marketing efforts.

Lyris HQ makes it easy to upload your email list and content and start sending your mailings right away. You'll also participate in the Essential Start Package, a highly personalized one-on-one email marketing program led by a Lyris account manager who will work by your side for three weeks to get you started and seeing great results sooner. Online training is also available on demand so you and your team can participate when it's convenient for you.

## I'm not new to email marketing but occasionally I'll need access to expertise.

Lyris gives you access to a highly experienced team of email marketing experts who are available to help you with any aspect of your email marketing. From outsourcing your entire email marketing program to getting rapid assistance in very specific areas – design, deliverability, strategy, welcome programs and more – Lyris' full services team will help you reach your business goals through email marketing, on your terms.

## I want to improve my company's email marketing results.

With Lyris, you're supported by a company with a 15-year track record of helping thousands of email marketers just like you get great results from their email marketing programs. It all starts with an account manager who works with you to understand your goals and then helps to create a path to get you there. Along the way you'll have full access to our award-winning resource center that is constantly updated with new insights and strategies based on the success of thousands of email marketing campaigns. You'll also have a standing reservation at our monthly best practices Webinars.

## I need to be confident that the emails I send will be delivered to the inbox.

The best email marketing programs accomplish nothing if the messages don't arrive in the inbox or go straight to the junk file. Lyris HQ Essential Edition includes *unlimited* use of EmailAdvisor, a built-in diagnostic tool that tests your campaigns before you send and recommends adjustments. You'll be able to see how your messages look in 50 of the top ISPs and whether your content is likely to be blocked by spam filters. EmailAdvisor will also monitor your ongoing deliverability, showing you how your deliverability rates compare to industry averages and whether your email domains appear on any of the 175 different blacklists.

## I need reliable reporting to know how our campaigns are performing and where we should focus our efforts.

Lyris HQ Essential Edition tracks all of your campaigns – opens, click-throughs, bounces, unsubscribes and spam complaints – in an easy-to-read format. Beyond the basics, you'll see a visual report of which links in your content were "hot" and how many clicks each link received. A Key Performance Indicators (KPI) report pinpoints certain segments of your list that behave differently from the rest. And you can even see how your campaigns stack up against all campaigns sent by each and every customer using Lyris HQ.

## I need an affordable email marketing solution that we can stay with for the long haul.

Lyris understands that email marketing is a dynamic part of the marketing mix. That's why Lyris HQ Essential Edition was designed to accommodate your needs today and tomorrow. You'll have all the critical elements of a flexible yet powerful email marketing solution at your fingertips right from the start. And when you're ready to grow – your list, your tactics, your business – Lyris is ready to grow with you.