



It's harder than ever to stand out in today's crowded inbox. So how do you ensure that your permission based email newsletters get through to the inbox rather than being thrown away as spam?

HYPERLINK.MAIL

Hyperlink.mail's web based interface is so easy to use: All but the most technical tasks can be performed by anyone in your office, drastically reducing costs associated with sourcing specialist development and design skills.

When using **Hyperlink.mail** to send out your next email newsletter or direct marketing campaign, you'll be able to generate full graphical HTML emails including links back to your website.

Avoid spam filtering with our "spam tester." **Hyperlink.mail** is an email marketing tool designed for email marketers with permission based opt-in lists. By using our 'spam tester' you can ensure that the emails you send won't be mistaken for spam and filtered out by one of the many spam filters and firewalls that just about all companies are using these days.

Hyperlink.mail's powerful database driven engine means you can not only send out data, but also collect and store it as well. This means that you have useful marketing statistics on each of your campaigns – such as knowing who has viewed your email, at what time and what they did next, all available, with a click of your mouse.

No more will you need to fiddle with email subscription lists kept in text files or spreadsheets. **Hyperlink.mail** manages subscription requests and removals automatically for you – including 'bounced' emails.

Plus with **Hyperlink.mail**, you only pay for what you use!

Here at **Hyperlink**, we recognise that individual customers have individual needs. To meet those needs, we provide personalised support packages that can include email design, copy writing, template creation, campaign planning, statistical analysis and any other marketing or technical service you may require.

Hyperlink.mail helps you make the most of any email marketing opportunities, offering best practice and experience based advice on optimizing your email campaigns. We can also assist you to analyse campaign statistics and plan future campaigns.