



Online Media Solutions

e-Marketing

e-newsletters | emails

Integrated or stand-alone communication tools. Expand your member base. Create & manage renewal campaigns. Keep members informed.

Build compelling, custom, trackable email and e-newsletters.

Add non-dues revenue with rotating advertisements.

Schedule targeted & broadcast e-campaigns.

Create, send & track e-forms/faxes/ surveys/email alerts.

Test emails for deliverability before sending.

Use custom-designed, branded templates.

Send professional e-publications without knowing html - we design it for you!

Integrates with most ACM systems (iMIS & Avectra).

Other features and benefits include:

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|-----------------|--------------------------|------------------------|
| e-Calendars | Campaign Tools | Searchable Back Issues |
| Real-time Polls | Custom Zones | Email-Fax Backup |
| Podcasts | Click-Stream Tracking | Enterprise Management |
| RSS News Feeds | Subscription Management | Rotating Sponsor Ads |
| Streaming Video | Forward-to-a-Friend | Secure Environment |
| Dynamic Content | Printer-Friendly Formats | Database Integration |



CommPartners

You don't have to know how. You just have to know us.

e-Marketing

MagnetMail and NewsManager were designed to work together *seamlessly*. And, anyone with Web access can compose, manage, send and track powerful, professional communications—complete with high-level graphics and interactive response mechanisms—from any computer.



Features *CommPartners is an Authorized Agent for MagnetMail.*

Pre-send Diagnostics	MagnetMail performs deliverability testing before emails are sent, including identifying broken links and images and checking content for Spam triggers. Additional pre-send diagnostics show what your html design will look like to recipients who use major email clients (Outlook, AOL, Gmail, Yahoo, Hotmail, Comcast, Juno, etc.)
CAN-Spam Compliance	Built-in functionality keeps your emails within compliance, by providing an unsubscribe link within every message, an auto-unsubscribe for AOL 9.0 Spam reports, and much more. MagnetMail is also a secure Bonded Sender.
Backup Transmissions	Integrated fax and automatic back-up transmissions. Manage and track all faxes and emails from one central location—if a fax fails, an email is sent; if an email bounces, the system automatically sends a fax.
List Management	Robust list management mechanisms (suppression lists, bounce reporting, etc.) complement detailed tracking and reporting, providing instant information about who's responded to your message. MagnetMail is fully integrated with iMIS and Avectra AMS systems and communicates seamlessly with most databases.
Forms & Surveys	Instant-response survey/forms creation tool features real-time, onscreen results, data import/export, email delivery and responses reporting—making it easier and faster for recipients to respond and for you to gather valuable marketing feedback. Personalize surveys with merged data fields. Great for membership update campaigns.
Campaign Manager	Optional module for developing comprehensive, event-driven email, fax and survey campaigns. Campaign Manager automates e-marketing efforts, such as scheduling recurring emails, as well as creating and targeting groups based on events you define (e.g., emails opened, embedded hyperlinks clicked, specific survey questions answered). And, you can group multiple actions (e.g., removing bad email addresses, segmenting active members, etc.).
Dynamic Content	Optional module tailors e-communications to the specific interests of your members, using whatever criteria you choose: membership levels, renewal dates, preferences, geographical location, etc. Targeted emails increase relevancy, response, and retention. Dynamic Content is ideal for chapter-specific dues reminders, regional government news, etc.
Enterprise Management	Optional module for organizations with multiple users. The Enterprise function offers managers greater control over the volume and content of e-marketing messages, as well as tight integration with end user permission levels.
Tracking & Reporting	A vital benefit of MagnetMail is its powerful tracking and reporting capabilities. You can access comprehensive, real-time and historical tracking data for every message broadcast, at aggregate and individual levels. Summary and detailed reporting shows how many emails were sent and to whom, delivery rates, which ones bounced, and the number of opens, click-throughs, Web pages visited, unsubscribes, etc.

NewsManager Features

Interactive Functionality	NewsManager offers sophisticated utilities (e.g., Calendar of Events, blogs, RSS feeds, forward-to-a-friend, archives, etc.) that email users have come to expect. These dynamic features increase readership and drive traffic to your Web site.
Customization	No other html content management tool is easier to use or capable of providing as much customization—offering maximum brand control. Custom zones enable you to make changes at will to branded template(s) we create for you.
Application Compatibility	NewsManager's features are robust, especially when combined with MagnetMail for unparalleled list management, deliverability and user-specific tracking/reporting. (NewsManager is also compatible with most broadcast email programs.)
Formatting Options	With headline categories and multi-page format options, the days of long, single-page e-publications are over. NewsManager also automatically creates a shorter email version of your e-newsletter, with headline hyperlinks to a full Web version. This feature makes your e-newsletters instantly visually appealing, enables CommPartners to design for email preview panes (increasing your open rates) and allows readers to quickly access articles of interest (MagnetMail tracks those click-throughs, so you know what your readers' interests are). For increased deliverability, NewsManager generates a text-only version, to accommodate all users' email settings.
Revenue Opportunity	Generate income via newsletter ad sponsorships, using our exclusive rotating image feature.