

## Features

Kinetic Design Group's **EmailTracker** software is state-of-the-art and offers these powerful, beneficial features:

- Send any type of email communication (HTML, text or combination of both);
- Personalise your customer interactions using Custom Fields (eg. Name);
- Build trust and loyalty with your Subscribers;
- Unlimited number of Subscribers and Mailing Lists;
- Complies with Australian SPAM Legislation;
- Professionally designed email templates that match your sites design;
- Create and Send unlimited Autoresponders (pre-defined responses to emails);
- Integrated, automatic Bounce Handling (removes Subscriber emails from list if email addresses no longer exist);
- Complete Campaign and Link Tracking Reports to assist Marketing Department.

## Screenshots:

### 1. Intuitive User Interface



The screenshot displays the EmailTracker software interface. At the top, the logo and navigation links (Home, Website Forms, My Account, Show Help, Logout) are visible, along with the system time: 7:00 pm, 21 Oct 2007 - (GMT). The interface features a top navigation bar with tabs for Mailing Lists, Subscribers, Email Campaigns, Autoresponders, Templates, and Statistics. A sidebar on the left contains a 'Control Panel' with sections for Mailing Lists, Email Campaigns, and Autoresponders. The main content area is divided into sections for Subscribers, Templates, and Forms. A 'Quick Stats' panel on the right provides a summary of key metrics.

**Navigation Tabs:** Mailing Lists, Subscribers, Email Campaigns, Autoresponders, Templates, Statistics

**Control Panel:**

- Mailing Lists:** Manage Mailing Lists, Create Mailing List, Manage Custom Fields
- Email Campaigns:** Manage Email Campaigns, Create Email Campaign, Send Email Campaign
- Autoresponders:** Manage Autoresponders, Create Autoresponder

**Main Content Area:**

- Subscribers:** Manage Subscribers, Import Subscribers, Add Subscriber, Export Subscribers, Remove Subscribers, Manage Banned Emails, Add Banned Email
- Templates:** Manage Templates, Create Template
- Forms:** Manage Website Forms, Create Website Form

**Quick Stats:**

- ◆ Total subscribers: 1,659
- ◆ Total mailing lists: 1
- ◆ New subscribers today: 0
- ◆ New subscribers this week: 0
- ◆ New subscribers this month: 1,659
- ◆ New subscribers this year: 1,659
- ◆ Unsubscribes today: 0
- ◆ Unsubscribes this week: 0
- ◆ Unsubscribes this month: 11
- ◆ Unsubscribes this year: 11

## 2. Manage Your Mailing Lists Online

### Manage Mailing Lists

Use the form below to manage your lists. To create a new mailing list, click on the "Create Mailing List" button below.

Results per page:

Choose an action  (Page 1 of 1) < | Back | 1 | Next | >

<input type="checkbox"/>	List Name	Created	Subscribers	Action	Archive
<input type="checkbox"/>	Investor House - Seminars	18 Oct 2007	1,659	Edit <a href="#">Copy</a> Delete	<input type="button" value="RSS"/>

## 3. Manage Subscribers

### Manage Subscribers

Find subscribers that match the search criteria below. Leave the options blank to locate all subscribers.

**Search Criteria**

Email Address:

Format:

Confirmation Status:

Status:

Filter By Date:  Yes, filter by date subscribed

Clicked On Link:  Yes, filter by link

Opened Email Campaign:  Yes, filter by opened email campaign

**Custom Fields**

First Name:

## 4. Create Email Campaigns easily using custom or predefined Templates & WYSIWYG functionality

### Create Template

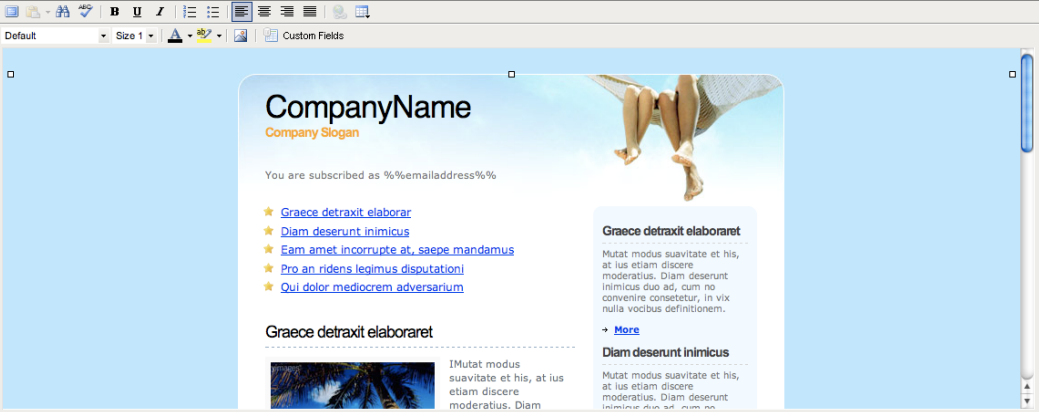
Complete the form below to create a template. When you are done, click on the 'Save' button.

**Template Details**

\* HTML Content:

- Create content using the WYSIWYG editor below
- Upload a file from my hard drive
- Import a file from a web site

Default    Size 1    Custom Fields



HTML Tag: <BODY> <TABLE> <TBODY> <TR> <TD> <TABLE> <TBODY> <TR> <TD> <FONT>

Edk    Source

[Firefox Restrictions](#)   [Complete mode](#)

[Insert Custom Fields](#)   [Insert Unsubscribe Link](#)

\* Text Content:

- Type text into the text box below
- Upload a file from my hard drive
- Import a file from a web site

## 4. Insert Custom Fields into your Email Newsletters

### Insert Custom Field [ x Close ]

#### Basic Areas

Mailing List Name	<a href="#">Insert</a>
Unsubscribe Link	<a href="#">Insert</a>
Subscribers Email Address	<a href="#">Insert</a>
Link to Web Version of this Email	<a href="#">Insert</a>
Link to Mailing List Archive	<a href="#">Insert</a>
Email Confirmation Link	<a href="#">Insert</a>
Subscribe Date	<a href="#">Insert</a>

## 5. Track the performance of each campaign with comprehensive reports

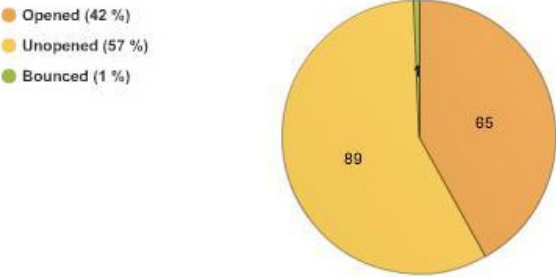
### Email Campaign Statistics

[Statistics Snapshot](#)
[Open Stats](#)
[Link Stats](#)
[Bounce Stats](#)
[Unsubscribe Stats](#)
[Forwarding Stats](#)

View a summary for email campaign 'Christmas Appeal 2007 preview', sent August 9 2007, 9:46 am

Statistics Snapshot	
Email Subject	<a href="#">Christmas Appeal 2007</a>
Mailing List	Christmas Appeal
Start Sending	August 9 2007, 9:46 am
Finished Sending	August 9 2007, 9:48 am
Sending Time	2 minutes, 5 seconds
Sent To	155 of 155
Sent By	<a href="#">admin</a>
Opened	<a href="#">112 / 65 Unique Opens</a>
Bounced	1

Email Campaign Summary Chart



### Email Campaign Statistics

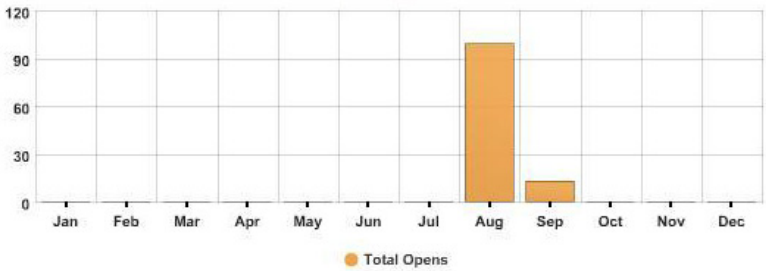
[Statistics Snapshot](#)
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View a summary for email campaign 'Christmas Appeal 2007 preview', sent August 9 2007, 9:46 am

Date Range:

- Opens Summary**
- Total Emails: 155
  - Total Opens: 112
  - Most Opens (Date/Time): Aug 2007
  - Total Unique Opens: 65
  - Average Opens: 0.7

Opens Chart



## Account Setup

Configuring your **EmailTracker** account is easy and is done completely by KDG. You just need to supply us with your website (if available), logo and email newsletter content and we'll do the rest. The initial setup includes:

- Custom designed and developed email template (to suit your brand and/or website)
- Initial import of email addresses into system (need to be provided in excel spreadsheet or .CSV format)
- Cleansing the database to make sure there are no double-ups of names and/or email addresses
- Integration of Online Subscription Form into your website and the **EmailTracker** database – this means anyone that subscribes to your newsletter from your website goes automatically into the database.  
**Note:** Additional charges may apply if website has not been developed by KDG
- Access to back-end interface to view Site Statistics (includes training on how to interpret stats)

**Initial Setup Fee:** \$895 (+GST)

## Monthly Access Fee

Prices shown are in AUD, inc GST and is valid for 2007

Access Plan	Subscribers	Monthly Fee*	Free emails included each month*
Small	0-1,000	\$55	500 free emails
Medium	1,001-5,000	\$88	1,000 free emails
Large	5,001-10,000	\$165	2,500 free emails
Enterprise	10,001-50,000	\$275	5,000 free emails
Global	Over 50,000	\$275	10,000 free emails

\* **Note:** Access Fee is determined by total number of Subscribers (database size) per Account per Month. Free emails are offered on a month-by-month basis and do not carry forward if not used in a month. The database needs to be kept active for at least 3 months from date of last use, as required for anti-spam compliance.

## Email Send Fees

Prices shown are in AUD, inc GST and is valid for 2007

Number of Emails	Cost per Email (inc. GST)
0 - 1,000	14 cents
1,001 - 5,000	10 cents
5,001 - 10,000	9 cents
10,001 - 50,000	8 cents
50,001 – 100,000	6 cents
100,001 – 500,000	5 cents
500,001 – 1,000,000	2 cents
Over 1,000,000	1.5 cents

**Note:** Send Costs are calculated on the total amount of emails sent via your Account in any given calendar month less the free emails included each month based on the number of subscribers you have.