

Features List

Build and Manage High Quality Lists:

- List sign-up form
- EZ list import
- Automatic subscribe / unsubscribe management
- Confirmation of opt-in subscribers
- Manipulation and segmentation of customer information
- Easily changeable "From" email address, and ability to include separate "Reply to" address
- Multiple sign-up forms to easily set up, launch and manage various lead capture and list growth forms.

Launch Successful Campaigns:

- Automatically format and deliver HTML, text e-mail or multipart messages
- Enter text using an HTML editor
- Choose from a selection of professional HTML e-mail templates
- Upload and store images in TQemarketing
- Insert multiple mail merges
- **New:** Free access to weekly Deliverability Webinars

Send and Track E-Mail:

- Target e-mails based on interests, demographics, or custom questions with TQemarketing filters
- Personalize each email automatically
- Send yourself a preview e-mail
- Schedule release date and time
- Track and flag invalid e-mail addresses automatically
- Export list information
- Get live tracking reports
- **New:** Easy integration with Google Analytics
- Your own private IP address

Advanced Features Include:

- Multiple lists per database with custom fields for each database
- Supports multiple account users
- Advanced API integration (REST)
- Tagging capabilities to organize blasts and messages
- Database triggered automated messages (also called Autoresponders)
- A/B split e-mail testing capabilities (classic version)
- UTF-8 Character support allows you to send messages in all languages