



rogers design studio

Introducing a painless solution to your e-marketing needs.



Rogers Design Studio is pleased to offer a painless solution to clients for e-newsletters, e-publicity lists, e-notifications and e-mail blasts. In recent years we have been asked to provide a service for an easily customized electronic newsletter, publicity list, notifications and e-mail blasts that can be changed at will by our clients. This e-marketing solution is the answer we have all been looking for.

- Customized e-marketing layouts to fit the brand of your company
- Has a customer management system in place
- Easy client access
- e-marketing Interface is web oriented and easy to understand

As you will see this e-marketing solution is full of “cool” features. If you have any questions please don't hesitate to call us – we'll be happy to help answer them.

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## e-marketing solutions features:

- **One-way email announcement delivery system.** It's great for e-newsletters, e-publicity lists, e-notifications and e-mail blast, as well as many other uses.
- The **Web Interface** lets you/us write and send messages and manage your e-marketing over the internet.
- **Keeps sending messages** from a web server, even after shut down of computers.
- **100 000 + subscribers.** Designed to manage mailing lists with hundreds of thousands of subscribers. Works great with smaller lists too!
- **No duplicate messages. No 'forgotten' messages.** Manages message delivery with a message queue, ensuring that every subscriber gets the email message and that no subscribers receive two copies, even if they're subscribed to more than one list!
- **Open/View Tracking** tells you how many users opened your email message. This provides a minimum statistic, as many email clients with privacy or security policies block images (gmail, thunderbird and others).
- **Click Tracking** tracks links and URLs. Statistics can be viewed by message, URL or subscriber.
- **Multiple Subscribe Pages** allow you/us to choose many different combinations of templates, languages, user attributes and lists.
- **Layouts & Templates** are completely customizable and make integration a breeze.
- **Multiple Templates** on different subscribe pages can integrate this service with several different web sites.
- **Subscriber Attributes** like 'name', 'country' and other personal information are completely customizable. RDS can specify what information the client needs to get from users when they subscribe.
- **User Specific Content.** RDS can use Subscriber Attributes in message content to make each and every email message personalized with the subscribers name, country or any other attribute.
- **HTML email messages.** Subscribers can be given the choice between text or html email messages. RDS decides whether subscribers can choose, what the default choice is, and what format a message is sent in: text only, html only or both!
- The **HTML Editor** allows you/or us to edit html messages using FCKeditor. TinyMCE is also available.
- **Internationalization.** Available in **English, French, German, Spanish, Portuguese, Traditional Chinese, Dutch, Vietnamese and Japanese.** Translation work is in progress for other languages.
- **Easy Install** via FTP upload or SSH.
- **Multiple List Administrators.** RDS can assign lists to List Manager, who can manage client users and lists. RDS can 'prepare' messages that can be sent by clients and to their lists.
- **Subscriber Preferences.** Every email message contains personalized URLs for subscribers to update their preferences or unsubscribe. Subscribers can update their own information and keep your database up to date. Unlike most other mailing list managers, **subscribers can change their email address.**
- The **User Management** tools are excellent to manage and maintain large databases of subscribers.
- **Bounce Processing** keeps client database clean of unused and non-existent email addresses.
- **Advanced Bounce handling** let's e-marketing to distinguish between permanent and temporary message-delivery errors. Automated actions can be defined by e-marketing on receipt of bounced messages according to matches with a clients regular expressions.

## e-marketing solutions features:

- **CSV Import and Export.** Use CSV and tab delimited files to import a clients existing list of users or to export the users on the system for use in a clients in-house database. Database has a 'foreign key' to help keep multiple copies of databases synchronized without duplicating users.
- **Attachments** can be uploaded and included in messages for download.
- **Send a Web page.** Tell the URL of a web page a client wants to send to their users, and this program will fetch it and send it. RDS can even put subscriber-specific parameters in the URL.
- **RSS feeds** can be automatically sent to a mailing list weekly, daily or monthly.
- **PDF messages** can be automatically created and sent as attachments to ensure that a client's message is seen the way it was designed by all their subscribers, regardless of their email message reader.
- **Batch Processing** is useful in shared hosting environments. Set the maximum number of sent messages in a given time period.
- **Throttling** can limit the load on our or a clients server so it doesn't overload.
- **Domain Throttling** limits the number of emails to specific domains to keep on the friendly side of their system administrators.
- **Scheduled Sending** let's you/us tell when the message is to be sent.
- **Repetition.** A message can be repeated automatically to send updated dynamic content and attachments.
- **Text from HTML.** Text email messages are managed fluently by this software. It will automatically create a text version of an html message. Optionally, the message composer can create it manually.
- **PGP signing and encrypting** (soon).  
Send a clients message digitally signed or encrypted, or both.
- **Email to Fax** (soon).  
Configure the details of a clients favorite email 2 fax gateway and RDS will send the HTML version of the message as a PDF attachment to the clients fax gateway. The fax will include the images in the HTML.