



## The Vayan Marketing Group ESP Solution

The VayanMailer is a high-performance web based service for opt-in email marketing campaigns, email announcement lists, and broadcast marketing. It offers a perfectly balanced combination of speed, features and message personalization, which makes it a reliable and easy-to-use list management system for any email marketer.

### Features

#### Tracking & Statistics

- Automatic message open tracking
- Automatic message click tracking
- Automatic unsubscribe insertion/tracking

#### Messages Management & Flexibility

- Unlimited number of campaigns
- Target audience segmentation
- Message testing and locking functions

#### Fast Delivery & Reliability

- Delivers up to 250,000 messages per hour
- Highly optimized software
- Skilled technical support staff

#### Subscriber Management

- Subscriptions by email or a web form
- Tracking tags can be assigned
- Unsubscription by email, link or web form
- Customizable subscription/unsubscription pages
- Wizard to generate web forms

#### Messages

- Text, HTML and multipart (text + HTML) messages
- Attachments up to 2mb in size
- Up to 20 dynamic personalization fields
- Custom 'subject', 'from' and 'reply to' fields

### Benefits

Stay in touch with your customers or prospects, send follow ups, immediate or scheduled broadcasts and newsletters, all while automatically keeping track of opens, clicks, bounces and unsubscribes.

#### The VayanMailer offers a number of benefits:

- Fast, easy set-up
- No special equipment required
- No IT staff necessary
- Powerful dedicated server
- Friendly and helpful technical support

All you need is a web browser connected to the internet, and you're ready to mail!

### Performance

#### Speed

The VayanMailer is optimized to provide maximum possible delivery speed and exclude the possibility of delays. The system provides high email sending speed: up to 250,000 emails per hour. The Vayan email marketing solution will provide outstanding results while reducing the number of technical problems to a minimum.

#### Tracking

Know and analyze the effectiveness of your marketing campaigns: message open rate, click throughs, bounces and unsubscribes are all easy to view.

#### Ease of Use

The VayanMailer's web-based control panel is easy to access and use from any computer, simply point and click to access any of our advanced features.