



# CoolerEmail

## Features and Capabilities Overview

### Build

- Easy to use
- Template driven
- Millions of color combinations
- Easy form-based builder
- Embed images, video, audio
- Embed forms & e-commerce
- Import your own HTML page
- Text-only messages
- Personalization options
- Instant preview

### List Management

- Complete CRM package
- Contact import / export
- Synchronize with ACT! plug-in
- Instantly view individual users
- Rule-based list generation
- Automatic web-based subscription form
  - Single/double opt-in
  - Trigger email after signup
  - User-defined thank-you msg.
- Automatic unsubscribe

### Send

- Flexible sending options
- Unlimited capacity
- No-wait message queuing
- View real-time progress
- Compatible with text-only and HTML enabled email clients
- Automatic bounce email detect

### Track

- Real-time sent/read/click-thru information for each contact
- Frequency plots for read and click-thru campaign performance
- Summary statistics for each edition sent out

### Why CoolerEmail?

- Proven over 2 years of development, millions of CoolerEmails sent
- State-of-the-art technology combined with intuitive campaign management
- Specialized assistance available through CoolerEmail Certified Consultants
- Extreme customer service focus
- ***There is no better solution***