



New Features, Updates and Valuable Tips

February 8, 2007

Agenda



- Cooler Editor version 2 (BETA)
 - Help us improve this awesome Editor tool
 - Works on IE, Firefox, Safari (all browsers)
 - List Hygiene and Segmentation
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Agenda



Live Demo

List Hygiene and Segmentation



1. Export your Main MailingList (Export “All Recipient Data”)
 2. Sort the reads by the last 6 months history
 3. Look for those that have stopped reading your newsletter
 4. Segment those into a "Not Read" version of your list and import them into a new list.
 5. Create a second main list for your newsletters or outreach programs that are the remaining subscribers that have read at least 1 campaign out of the past 6 months.
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List Segmentation



6. With your next campaign, create TWO editions, one for each new list.
 7. Send the active readers your regular newsletter.
 8. Send the inactive non-readers a version that starts with letting them know that you are trying to accommodate them.
 9. Analyze stats from the two list campaigns and look for those that actually read in the inactive list and move them back into the active readers list.
 10. After 2-3 more campaigns to these lists you will be able to see who is of value and whom you may just quarantine or simply unsubscribe.
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Next Webinar



- Email Content Rendering:
 - Microsoft Outlook 2007 is changing how Email Marketers design emails (rendering engine is MS-Word instead of IE)



Thank you for joining this CoolerEmail webinar!

For questions or comments, please email
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