Email Marketing Software

LISTSERV® Maestro is the only email marketing software built on the legendary LISTSERV® mailing list manager. LISTSERV Maestro enables companies and organizations to deliver and track highly targeted email campaigns to customers and members, building trust and achieving measurable results.

What Are the Benefits of Permission-Based Email Marketing?

Permission-based email campaigns or opt-in email marketing is the dissemination and delivery of messages to subscribers who have given prior permission to receive such messages. Email marketing has become an essential tool for businesses, organizations, educational institutions and government agencies because of its many benefits.

Email Marketing is:

• **Easy & Cost-Effective:** With opt-in email, organizations can easily reach more people, more frequently, at a lower cost.

• **Precise:** Companies can send highly relevant email through list segmentation and personalization based on preferences, geographic region and other user-specified factors.

• **Immediate:** Even high-volume messages are received within hours of being sent.

• **Measurable:** Recipient responses such as open-up and click-through rates can be measured and analyzed, boosting marketers' informed decision-making.
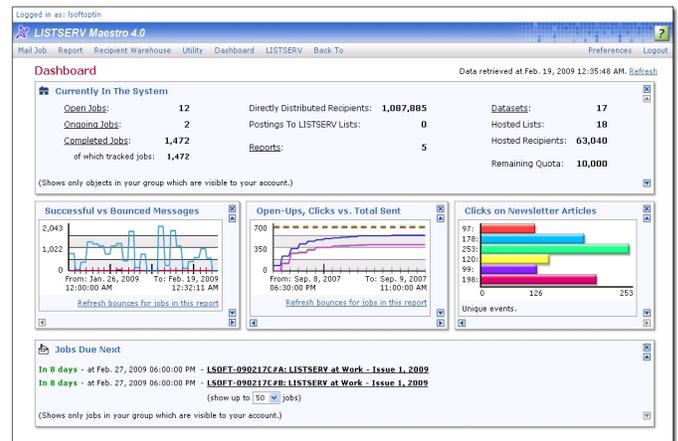
Why Choose LISTSERV Maestro?

Some great reasons to select LISTSERV Maestro for email marketing and other opt-in email communication, tracking and reporting needs include:

• Rapid implementation
• Reasonable cost
• Compatibility with other solutions
• Permission-based, targeted email and data gathering
• Fine-tuned targeting and data definition
• Advanced tracking, reporting, and data mining
• Superior management and control of site and jobs
• Integration with external databases and applications

The LISTSERV Maestro Interface

The LISTSERV Maestro dashboard makes managing opt-in email campaigns a breeze. Everything that marketers need, including information about recently delivered jobs, jobs that are due next, automatically updated tracking reports and advanced visual analytics - is available directly on the dashboard, providing a one-stop overview of the most important email metrics and activities.

An overview of LISTSERV Maestro's dashboard.

The LISTSERV Maestro Web interface and job management console guides marketers through the entire campaign development process, from message creation to response evaluation. The fully integrated recipient warehouse allows marketers to manage recipients and create target groups directly in LISTSERV Maestro without specialized database administration knowledge or SQL coding.

Take a free demo today and experience the power and performance of LISTSERV Maestro at your fingertips:
http://www.lsoft.com/download/maestro.asp
http://www.lsoft.com/contact/prodinfo.asp

Features & Benefits

• **Recipient Definition:** Select subscribers for a mailing from a text file or an existing LISTSERV list or create database-driven target groups based on any number of criteria.

• **Personalization:** Personalize based on recipient preferences and use conditional logic to create fully customized message content.

• **Drop-in Content:** Insert time-sensitive information at delivery time.

• **Flexible Message Format:** Create messages in plain text, HTML, or multi-part format.

• **HTML Newsletter Templates:** Create professional-looking HTML newsletters without HTML coding, using an array of ready-to-use templates.

• **HTML Preview:** Preview newsletters with the images blocked, giving a true picture of how an email client might block the images and ensuring that messages remain effective in such situations.

• **System Metrics:** Continuously monitor disk usage, delivery statistics, HTTP request counts and response times to stay up-to-date on system status.

• **Seamless Integration:** Use the common login to access LISTSERV archives directly from LISTSERV Maestro or LISTSERV Maestro subscriber pages directly from LISTSERV for free information flow.

Job Management

• **Job Journal:** View the three W's for each job – who, what, when – and manage all users of a workgroup and their permissions on a single page, providing superior management and control of your site and jobs, ensuring accountability.

• **Job Scheduling:** Pre-select the date and time your jobs will be mailed, in any time zone. Assign due dates for your jobs.

Tracking & Reporting

• **Built-in Tracking Permission:** Easily obtain permission for personal tracking from recipients.

• **Finely Tuned Targeting and Data Definition:** Dynamically tailor subscribers' choices to fit their needs, displaying only those options that are available based on previous selections.

• **Advanced Data Mining:** Gain deeper insight into the impact of your email campaigns by learning the results of subscribers' page visits and viral marketing activities that occur after subscribers have viewed the message and clicked on links to the target website.

• **A/B-Split Testing:** Send two or more versions of a newsletter to random samples of recipients and compare the results.

• **Demographic Reporting:** Boost campaign success with reports about subscribers in a data warehouse, and define jobs and target groups based on these demographic segments.

• **Comprehensive Reporting:** View Web-based tracking data or download the reports as PDF documents. Use interactive drill-down reports to view recipient distribution, membership, and subscription statistics over time. Access job comparison reports to dynamically compare tracking results for quick and easy assessment of the success of multiple campaigns or A/B splits. Easily share reports with executive management and colleagues using the convenient PDF format.

• **Custom Email Metrics:** Select and view specified metrics and reports directly on the campaign dashboard.

• **Visual Email Analytics:** Access instant visual data on the effectiveness of a particular mailing directly on the dashboard, enabling instant adjustments for greater success rates and to establish benchmarks and guide future campaigns.

Product Facts:

LISTSERV Maestro is available for Windows; Unix (Linux and Solaris); and Mac OS X. LISTSERV Maestro can access your customer data no matter where you keep it and supports Oracle, DB2, MS SQL, MySQL, or any ODBC-accessible database.

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