



## Email Services – ConstituentMail

@dvocacy Inc. can provide clients with services to help them manage their email communications more effectively. Features include:

### Accessibility

- Use a **web interface** for all your list management, sending & tracking needs. No software to install and you can use the site from anywhere (work while traveling).



Hello environment2004!  
[ [Account Info](#) | [Sign Out](#) ]

Home Add **View** Send Track Help

### View List

List Name: DC area volunteers Search:  Search

Segment: - ALL - [Advanced Search](#)

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> Email Address	Date Added
<input type="checkbox"/>	<input type="checkbox"/>	<a href="mailto:david@advocacyinc.com">david@advocacyinc.com</a>	6 Nov 03
<input type="checkbox"/>	<input type="checkbox"/>	<a href="mailto:hasson@advocacyinc.com">hasson@advocacyinc.com</a>	27 Oct 03
<input type="checkbox"/>	<input type="checkbox"/>	<a href="mailto:rob@advocacyinc.com">rob@advocacyinc.com</a>	27 Oct 03
<input type="checkbox"/>	<input type="checkbox"/>	<a href="mailto:roger@advocacyinc.com">roger@advocacyinc.com</a>	10 Nov 03
<input type="checkbox"/>	<input type="checkbox"/>	<a href="mailto:sandra@advocacyinc.com">sandra@advocacyinc.com</a>	10 Nov 03
<input type="checkbox"/>	<input type="checkbox"/>	<a href="mailto:himes@advocacyinc.com">himes@advocacyinc.com</a>	27 Oct 03

Data management & targeting

- Hold **unlimited categories of data** along with email address as part of your list. Data may include name and address along with the issues each person cares about.
- Easily **segment your list** by any data point you have and send email just to that target.
- Automatically **save your segments** so you can reuse them repeatedly without having to run new queries on your list.
- **Self-cleansing**: all outgoing email will have an “unsubscribe” link at the bottom. Anyone who clicks the link will be removed from your list automatically, preventing any accusations of spam.
- **Added “Clean List” function**: Click a button to instantly remove email addresses that have bounced 1,3 or 5 times or have never opened or clicked any of your messages.
- **Attract new subscribers** to your list. A web site will automatically be created that allows new people to sign up for your email—when they sign up, their information goes directly into your database. Signup form can also be incorporated easily into your existing web site.
- **Add new email addresses** to your list at any time. When importing new emails to your list, you can automatically send out a “welcome” message to each person with a link allowing people to opt-out of future emails. Ensures your communication starts with permission from constituents.

**Build Segments**

List Name: Environment 2004 Members

Segment:    
[view](#) | [add](#) | [delete](#)

290 out of 3796 email addresses

Negate entire segment

[delete](#)

Sending

- Can send email as plain text, HTML or multi-part.
- **Personalize your email:** You can include any piece of data you have in the text of the email. For instance, easily address your email as "Dear <FirstName> <LastName>". Or have a sentence saying "Senator Ballentine understands the issues facing <YourCity>".
- Send **interactive HTML** email with forms inside the message. Form responses are tracked within the email system and can be used for additional segmentation/targeting.
- Can **send a web page as email** by simply typing in its URL and clicking "send". If you have added new content to your site, why recreate it for email? Send it directly to your list with one click!
- **Templates:** Create and save a template for your email messages to save time.
- **Scheduling:** You can write an email message and schedule it to deliver in the future, choosing the day and time you want it released. Time your message to coincide exactly with important events!



Hello environment2004!  
[ [Account Info](#) | [Sign Out](#) ]

Home Add View **Send** Track Help

### Send Message

1. Choose type: Plain Text  
Plain Text  
Rich Text  
Web Page

2. Enter subject: \_\_\_\_\_

3. Compose mes: TEMPLATE: basic template  
SAVED: test 2 message: \_\_\_\_\_

Tracking

- For every email sent, you will be able to instantly see how many people: **opened** the email, **forwarded** the email, **unsubscribed** through the email and **clicked** on each link in the email.
- You can also download a report showing exactly **who** opened/forwarded/clicked on your message. Now you know exactly who is interested-- follow up with more information just to those people!
- If you include form elements (interactive questions, RSVP functions, etc.) in your email, you can see exactly who responded how to each piece of it. Re-target people based on their responses.
- A **history** of all these interactions is stored for every email sent.



Hello environment2004!  
[ [Account Info](#) | [Sign Out](#) ]

Home Add View Send **Track** Help

### Track Results

	Status	Message	Tracking
<input type="checkbox"/>	sent	<a href="#">E'04 Florida campaign</a> 3 Mar 04 @ 4:25 PM EST List: Florida Petition Signers Segment: Rollout	Sent: 5432 <a href="#">More</a>
<input type="checkbox"/>	sent	<a href="#">E'04 Florida campaign</a> 3 Mar 04 @ 3:36 PM EST List: Florida Petition Signers Segment: Miami	Sent: 455 <a href="#">More</a>
<input type="checkbox"/>	sent	<a href="#">Environment2004: A Great Chicago Event!</a> 2 Mar 04 @ 7:46 PM EST List: Environment 2004 Members Segment: II Members	Sent: 281 <a href="#">More</a>