



# eNewsletter System

the direct communication advantage

The eNewsletter system creates dialogue and helps you communicate key ideas while measuring responses through real time performance metrics

With eNewsletter you have the power to stay in touch with your community. eNewsletter helps you speak directly to the people who contribute to your success.

Leverage direct distribution of fully customized, leading edge e-media publications and encourage community participation in positive initiatives.



## eNewsletter System Features



### Key User Advantages

- Flexible, web-based application
- Requires no software installation to your environment
- Straightforward contact list administration
- Custom designed (no pick-and-choose templates)



### Features

- Restricted access to contact database
- Full, exportable reporting
- Open and click through rates
- Tracking hard and soft bounces "Unsubscribe at Any Time"
- Update subscription and contact information



### Strategic Use

The eNewsletter System is the ideal companion system to our i:Create CMS.

Pairing eNewsletter with i:Create brings the opportunity to generate and analyze valuable data and metrics such as click-through and view rates to primary websites and microsites.

The eNewsletter System is fully self-supporting, with all the features needed to manage every aspect of a one-to-one marketing communications strategy.



### Hosting

- Hosted in our Secure Data Centre
- 99.995% uptime and N+1 redundancy
- Equipped to ensure the integrity of your website
- Full backup power conditioning
- Full security
- Advanced fire suppression
- Climate control
- Customer control and visibility
- Scalable infrastructure
- 24 x 365 monitoring
- Fibre-based connectivity
- Option to deploy on-site

Discover how the eNewsletter System can advance your achievements  
(519) 884-3352 • 1-800-265-6102 • info@eSolutionsGroup.ca

