



mailginger

What is MailGinger?

MailGinger is an email campaign management tool that allows business owners, ad agencies, web designers, PR companies and marketers to create and manage professional email marketing campaigns and get valuable statistical data in a few simple clicks.

MailGinger is an easy-to-use, high-performance, self-service, scalable, powerful and multifaceted online email marketing solution. All the infrastructure is managed which gives you peace of mind and saves your business time and money.

MailGinger benefits at a glance

Save time and money

MailGinger offers smarter tools for your email marketing campaigns. These are web-based tools that don't require any big investment with various cost-effective plans available to suit your needs.

Simple to set up and use

There is no need to employ IT resources or lose any time setting up your email campaigns. MailGinger is very easy and quick to set up with a highly intuitive, user-friendly interface.

Maximise marketing efforts

MailGinger lets you reach a wider audience and improve customer retention with targeted and professional messages, consistent branding and scheduled campaigns.

Understand your audience

Valuable statistical reports and data let you evaluate your target market and interact more effectively with your audience through opt-in lists and personalised messages.

Expand your market

MailGinger helps you to grow your opt-in lists and improve permission based email marketing.





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With MailGinger your company can optimise:

- Branding and awareness
- Corporate communication
- Industry education
- Increased sales
- Conversion of visitors to prospects
- Customer retention

Adding MailGinger to your marketing mix means:

- Professional messages with consistent branding
- Better understanding your audience with real time reports and statistics
- Personalised targeted messages for better results
- Scheduled campaigns to be sent in future, one time or multiple times.

Key features of MailGinger

1. Easy-to-use mailing list management Imports subscribers using CSV files, simple Copy/Paste or from any MySQL database; personalises lists and customises fields to capture extra specific data.

2. Easy-to-use subscriber management Sorts subscribers, creates segments, uses extra data to personalise the content; website integration tool for subscription/unsubscription forms means users can easily opt in or out of your lists.

3. Auto-responder management Schedules an unlimited number of auto-responders to be sent immediately when subscribers opt in or at a later time.

4. Database synchronization with third party MySQL databases Seamlessly merges other databases automatically so the master list is always updated.

5. Readymade newsletter templates You select from hundreds of pre-made layouts and designs, simply change the text content to suit your needs or create your own template.

6. Bounce handling and detection Accurately and precisely detects bounced back subscribers to avoid invalid email I.D.'s. Helps you to keep your data clean and saves on waste bandwidth.

7. Website integration Subscription and un-subscription forms can be integrated seamlessly with your website.

8. Easy-to-use campaign creation wizard Selects mailing lists and delivery schedule; selects the newsletter email to be sent; creates a new email using newsletter wizard; saves campaign; sends as per schedule; tracks statistical data for campaign.

9. Spam testing and analysis Tests your newsletter against spam rating mechanism to see whether your newsletter can be tracked as a spam or not. Fine-tunes content to ensure higher deliverability.

10. Scheduling of the campaigns Schedules a newsletter one time or multiple times with recurrent sending. Automatically sends out without staff intervention.

11. Detailed statistical reports & tracking Helps you understand the success of your campaigns. Readymade reports include campaign delivery report, highest open rate on a particular day, link click through reports, read ratios, forward to friend stats etc.

12. Google Analytics integration support Tracks your most valuable data through Google's analytical tools to help refine the impact of your message.