

## Email List Management Software

**LISTSERV**<sup>®</sup> software sets the industry standard for opt-in email list communication. For two decades, customers have relied on LISTSERV for managing their electronic mailing lists, including email newsletters, announcement lists, discussion groups and email communities. Renowned for its time-tested reliability, scalability and performance, L-Soft's LISTSERV is the only software of its kind with built-in virus protection.

### Build Relationships, Get Results with Email Lists

Email lists are ideal for engaging customers, members and employees in a cost-effective and targeted way.

#### Email lists can be used to:

**Improve communication** and collaboration among your company's departments and employees.

**Send targeted** and personalized messages by employing the power of your customer database.

**Distribute Promotional offers** and special discounts to customers for immediate results.

**Send newsletters** to build member and customer loyalty.

Email lists improve performance and ROI, enabling fast, global and economical group communication. With email lists, companies and organizations can quickly deliver thousands, even millions, of opt-in email messages for a fraction of the cost that other communication channels require.

#### LISTSERV can be configured for:

**Announcement Lists:** Distribute newsletters, product announcements, press releases and promotional offers to a large number of recipients. Using database integration, these mailings can be targeted and personalized.

**Discussion Lists:** Share information and collaborate among team members or enhance customer communication and build email communities through support forums.

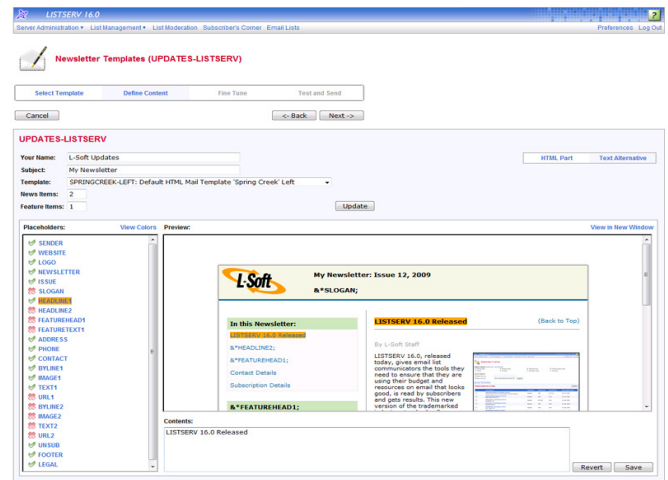
### Why LISTSERV?

Companies that demand technical efficiency appreciate the longstanding record of dependability and the results that LISTSERV delivers.

**Reliable:** LISTSERV was the first email list manager developed. The only software of its kind with more than 20 years under its belt, LISTSERV is the most reliable email list solution on the market.

**User-Friendly:** The LISTSERV Web interface simplifies mailing list and server management, allowing you to control your lists and administer your server from anywhere on the Internet.

**Flexible:** LISTSERV allows for highly customized set-ups to suit your exact needs. The Web interface can be fully customized to seamlessly blend with an existing Website or corporate look.



Schedule and test your newsletters with LISTSERV

## Features & Benefits

**Supports All List Types:** LISTSERV supports all types of mailing lists, including email newsletters, announcement lists and both moderated and unmoderated discussion groups, offering unprecedented versatility for all email list initiatives.

**Customizable Web Interface:** LISTSERV's Web interface can be completely customized to fit seamlessly with an existing Website, which allows customers to maintain a uniform look and feel for their entire Web presence.

**Automatic Subscription Handling:** LISTSERV allows users to automatically subscribe, unsubscribe and maintain their subscription settings through the Web interface. Bounces are automatically handled, saving time and eliminating manual processing.

**Newsletter Template Gallery:** LISTSERV comes with a gallery of pre-designed and tested HTML newsletter templates that customers can use as-is or modify as needed. Newsletters can be created by simply clicking on placeholders and filling in the content.

**Deliverability:** LISTSERV provides a deliverability assessment, which analyzes LISTSERV and DNS configurations, giving concrete suggestions on improving deliverability. The content analysis feature evaluates individual messages, highlighting potential problem areas before delivery.

**Message Scheduling:** The message scheduling option allows senders to schedule the delivery of their newsletters and announcements at a specific time and date, without having to be present at the time of delivery.

**Personalization:** LISTSERV enables users to send personalized and targeted email messages when integrated with a database.

**UTF-8 Support:** The software and the Web interface support lists and subscribers that operate in non-English languages and use charsets other than ISO-8859-1.

**RSS Support:** LISTSERV supports RSS feeds, allowing subscribers to view messages using an RSS reader. RSS abstracts are generated automatically from the text of the message, or they may be specified explicitly.

**Searchable Web Archives:** LISTSERV automatically maintains searchable message archives that offer full support for both text and HTML messages as well as attachments.

**Virus Protection:** LISTSERV is the only software of its kind with built-in virus protection (for Windows and Linux). The system scans all messages for viruses before delivery, keeping the lists safe and secure.

**Spam Control:** LISTSERV offers an integrated blacklist/whitelist system and compatibility with third-party spam filters, which can be used to prevent spam from reaching the LISTSERV site.

**LDAP Support:** LISTSERV can connect to LDAP servers to authenticate user logins, to insert LDAP attributes in mail-merge distributions and to implement dynamic queries.

**CSV Reports:** List, subscriber and server usage reports can be downloaded as CSV files and exported to Excel or other external applications.

## LISTSERV Facts

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LISTSERV is available for Windows 7, 2008, Vista, 2003, XP; Unix: AIX (PowerPC), FreeBSD, Linux (32-bit, 64-bit and S/390), Solaris (SPARC and x64); Mac OS X; OpenVMS (Alpha) and VM.

The integrated F-Secure Anti-Virus system is available for Windows 7, 2008, Vista, 2003, XP; and Linux (32-bit Intel). Other LISTSERV platforms can be protected through the Anti-Virus Station (AVS) service. This virus protection is available for LISTSERV Classic and LISTSERV HPO only.

LISTSERV is available in multiple license sizes or as a hosted solution. Free evaluation, pre-sales support and reseller pricing is also available.



## Contact Information:

L-Soft Sweden AB  
Rosenlundsgatan 52  
SE-118 63 Stockholm  
Tel: +46 8 50709900  
Fax: +46 8 50709998

**Email:** [sales@lsoft.se](mailto:sales@lsoft.se)