

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.

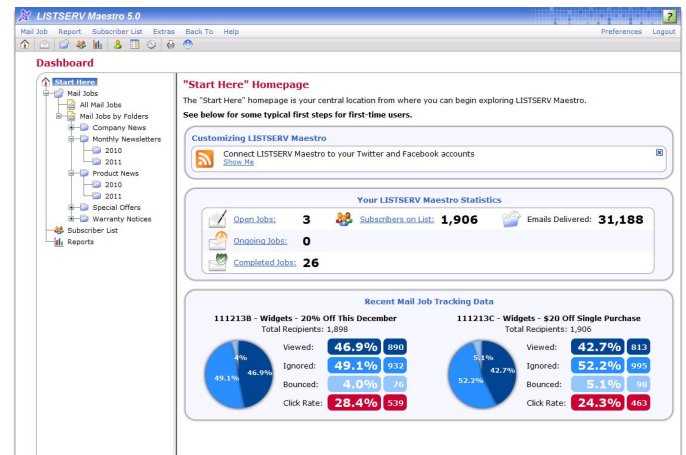
Why Choose LISTSERV Maestro?

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 basic mode.

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:

www.lsoft.com/download/maestro.asp

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.
- **Improved Target Group Definition:** For hosted recipient lists, target groups and recipient subsets can now be defined on-the-fly directly in the recipient wizard, without the need to prepare them separately beforehand.
- **Personalization:** Personalize based on recipient preferences and use conditional logic to create fully customized message content.
- **Basic User Interface Mode:** Get started quickly and easily. Basic mode greatly reduces the learning curve for email marketers needing only one hosted subscriber list and default tracking settings. As your needs and sophistication grow, changing your operations from basic to advanced mode is as simple as flipping a switch.
- **Social Media Publishing and Tracking:** Publish links to your campaign messages on Twitter and Facebook at the time of delivery. Track how many of your recipients shared your message through their social networks and how many new subscribers joined your list as a result.
- **HTML Newsletter Templates/Flexible Message Format:** Create professional-looking HTML newsletters without HTML coding, using an array of ready-to-use templates. Create messages in plain text, HTML, or multi-part format.
- **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.

Job Management

- **Drag-and-Drop Job Management:** Organize, drag and drop your mail jobs into any number of folders, similar to file folders widely used in desktop operating systems, making campaign management easy even for large-scale operations.
- **Anytime Scheduling:** Schedule email jobs for delivery at any date and time in any time zone. Assign due dates for your jobs.

Product Facts:

LISTSERV Maestro is available for Windows (Windows 7, 2008, Vista, 2003, XP) and Unix (Linux and Solaris). Both 32-bit and 64-bit architectures are supported on all platforms. LISTSERV Maestro can access your customer data no matter where you keep it and supports Oracle, DB2, SQL Server and MySQL.

Tracking & Reporting

- **Predefined Tracking Reports:** View automatically generated pie charts that give you an immediate overview of the key metrics of a campaign's success. The first-week tracking history shows how subscribers reacted to the campaign message during the first week after delivery.
- **Job Comparison Reports:** Dynamically compare the tracking events for two or more jobs and quickly assess the success of multiple campaigns.
- **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.
- **Easy Demographic Reporting:** Boost campaign success with reports about subscribers in your 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 or spreadsheets with automatically embedded diagrams and charts. Use interactive drill-down reports to view recipient distribution, membership and subscription statistics over time.
- **Dashboard Reports:** Access instant visual data on the effectiveness of your mailing directly on the dashboard, enabling instant adjustments for greater success rates and to establish benchmarks and guide future campaigns.

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