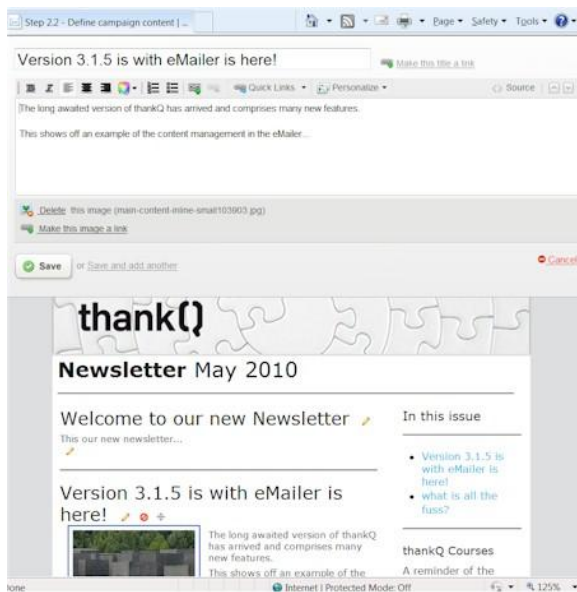


thankQ eMailer

ThankQ eMailer is the way to manage your email campaigns. It is tightly integrated with the thankQ Mail Manager module and the content within the eMail page is managed with an easy to use web based content management system. The module has the ability to incorporate mail merge fields from thankQ and also tracks the performance of the mail campaign.

Features:

- Email Content Managed via WYSIWYG editor
- Standard email Templates to control standards of style, colour, font and content
- Ability to upload templates from a design house
- Mail Merge fields may be embedded
- Track when the email was opened
- Send to Main, CC or both email addresses
- Manage an unsubscribe facility
- Tracking of Hard & Soft Bounces
- Fully integrated with ThankQ BackOffice to analyse in-error emails, opened emails, unsubscribes, responses and fulfilment



Content Managed via ThankQ

ThankQ Mail Manager enables the delivery of 'mail-merge' fields personalisation of the email within the Subject or Body for each and every email sent.

The use of a CMS (content management system) provides the ability to edit in a familiar manner within the control of a framework. This ensures that the outcome meets your marketing standards by producing something that is consistent and attractive.

The thankQ eMailer allows you to insert pictures and text that are hyperlinks to other web pages (e.g. your donations page, booking page or projects information page). When a recipient clicks on these pictures or links, thankQ is able to track these clicks and thus provide a rich history of supporter activity and ultimately to correlate fulfilment of these clicks (e.g. tracking the click to a completed donation or booking).

Segment	Recipients	Opened	Clicks	Unsubscribed	Bounced
All Segments	4747	2422	650	65	654

Serial No	First Opened	Opened	Title	First Name	Surname / Org	Lifetime Count	Lifetime Total	Lifetime Max	First Gave
24479	jason.hugh@esit.com.au	2	Mr	Jessek	Hugh	65	\$1,820,360.25	\$250,000.00	23/09/19
24478	patrick@esit.com.au	2	Mr	J	Smith	65	\$1,820,360.25	\$250,000.00	23/09/19
24476	jason@esit.com.au	2	Mr	John	Hughes	65	\$1,820,360.25	\$250,000.00	23/09/19

Third Party Email ISP

ThankQ eMailer uses a third party ISP who is responsible for sending of the emails. Therefore, there is no burden on your existing email provider, and you are not subject to any restrictions imposed by them.

In addition, you are able to send the emails immediately or schedule the send for a later time so as to maximise the impact of the emails arriving to coincide with an important event or time of day.

eMail Performance



thankQ tracks the performance of the email with the following identifiers;

- Email Validation; email syntax, valid domain,
- Opening of email; who's email with date / time
- Clicks on Links within the email
- Invalid Email addresses; hard & soft bounces (along with marking the email as bad)
- Recipients who unsubscribe (along with updating their mailing preference)

Standard search, report and analysis techniques in thankQ enable the user to assess the response, performance and fulfilment of their email campaign.



module description sheet

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