



RuleMailer

Efficient communication through e-mail and mobile marketing

Newsletters SMS Live Statistics Customer Management Surveys Intuitive Interface

Send Newsletters – Not SPAM

Integrated tools for analysis of potential spam-rating minimize the risk for your newsletters being classified as spam by the recipient's mailbox.

Maximize Performance – Dedicated Servers

Securely transmission through our dedicated mail servers ensures performance and fast delivery, while offloading traffic from your servers.

Personalize – Deepen the Customer Relationship

RuleMailer sends individual e-mails to each subscriber, based on information in your database. This enhances the relationship with your customer, and helps delivering your message.

Easily Send to Different Groups – Segmented & Individually Customized Content

You can easily choose which customers you would like to address in a campaign. A few mouse clicks choose the customer group and ensures that the right message reaches the right recipients. Send mass e-mails, which are personalized, where only the most relevant information is included for each recipient.

Effective Feedback – Awareness of Customer Behavior

The management system collects knowledge about your subscribers individual behavior. This enables follow-ups and continuous improvement of your campaigns to reach maximal effect, which often results in more purchases due to relevant offers, or increased activity and interest from the customer.

Integrated Sales Tool – Automatic Traffic & Link Trace

Follow your customer's clicks all the way from opening the e-mail to completed purchase on your website. Your website can automatically display customized campaign content based on customer behavior. E-mail and mobile text messages are two of the best ways to encourage purchases from returning customers!

Real-time Statistics – Live Graphs & Diagrams

The graphical user interface shows how the campaign has been received by the recipients. You can see graphs of who opened the newsletter, which links they clicked, and with a few clicks also compare the results from different campaigns. The information can form the basis for strategic decisions in marketing communications and increase the efficiency of the marketing budget, while saving costs.

Full Automation – Say Farewell to Manual Work

Let RuleMailer sort and analyze your mail traffic, take care of subscribe/unsubscribe mechanisms, and other practical functionality. All data management is automated, which saves many work hours per campaign. This valuable time can instead be invested into focus on newsletter content, appearance/layout/design, and follow-ups!



Always Updated Databases – Built-in Error Management

The proper management of incorrect e-mail addresses is one of the most important aspects when sending newsletter campaigns. RuleMailer handles these automatically and provides a detailed report that lists and explains the reason for each problematic e-mail address.

Start Today – Simple Step-by-step Installation

RuleMailer works with your existing customer database, allowing you to start right away. The system provides built-in support for uploading files in many different formats (text documents, Excel, etc.) or for direct connections to your database.

Professional Newsletters – Good-Looking e-mails, with Designed Templates!

Send e-mails that can be read by anyone, thanks to the support for all sorts of mail formats. Avoid common problems with exotic characters (e.g., å, ä, ö) or "if you cannot read this e-mail, click here", which are often found in newsletters from other suppliers.

Support – Satisfaction Guaranteed

We are not satisfied if you are not satisfied, and we offer e-mail and phone support through our English and Swedish speaking agents.