

GatorMail

Version 6

8th January 2010



CommuniGator are excited to announce the release of version 6 on Friday 8th January 2010. Further information relating to the release is coming, but we wanted to give our hosted customers 6 weeks notice so your campaign schedules can be adjusted accordingly. The features and enhancements are detailed in this document. Please be aware that the product features will not change the way you build your campaigns so rest assured you will not require any enhanced training to carry out your current campaigns but training through videos, online webinars, services and training course may well be useful when taking on our new features.

New Features....

- ✓ Conversion
- ✓ ROI Tracking
- ✓ Article Management
- ✓ Event Management
- ✓ Enhanced HTML Editor
- ✓ New Template Library
- ✓ Meeting Request Link

Enhancements....

- ✓ New Architecture Upgrade
- ✓ Google Analytics Integration
- ✓ Campaign Maintenance
- ✓ Campaign Comparison Report
- ✓ Support/Development Tickets
- ✓ More to come

Please read on....

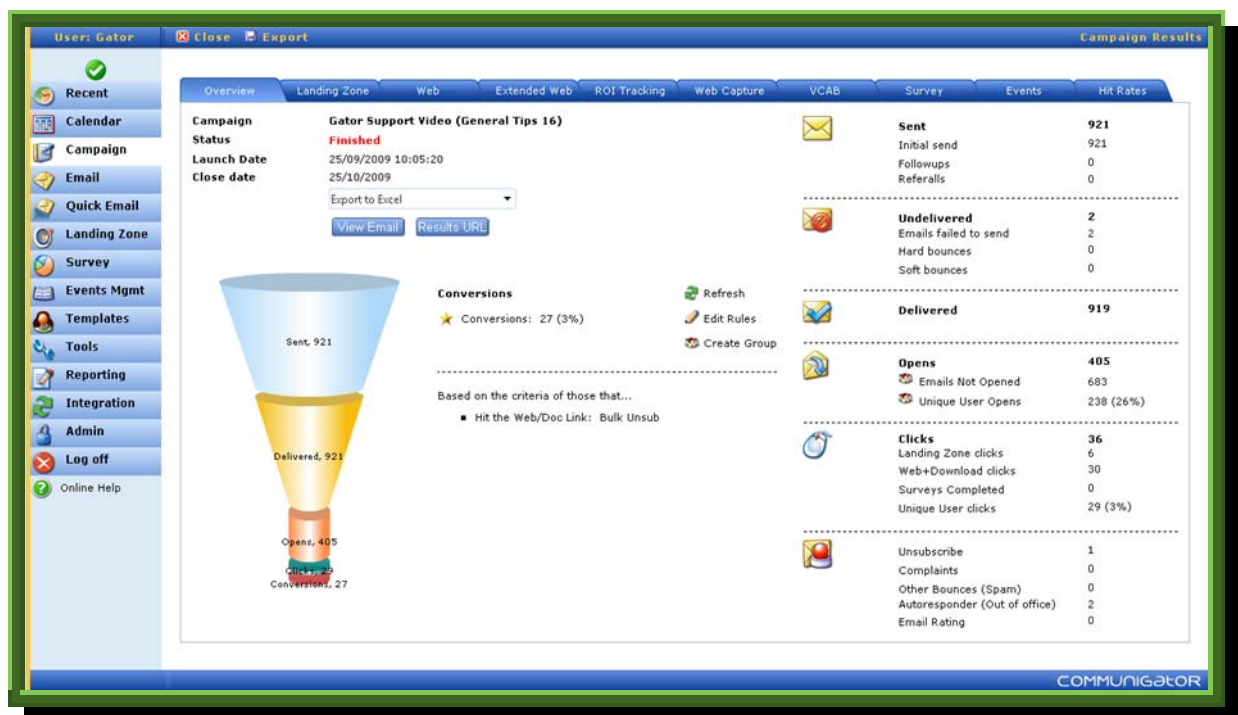
New Features.....

Conversion

Feature available for F2 and F3 customers

The campaign results have been updated with a new look and feel and a conversion calculator added to allow conversion tracking. This is a key metric to evaluate the effectiveness of a conversion (often sales) effort, reflecting the percentage of people converted into buyers (or subscribers, or whatever action is desired) by the total number of people who received the email.

Screenshot

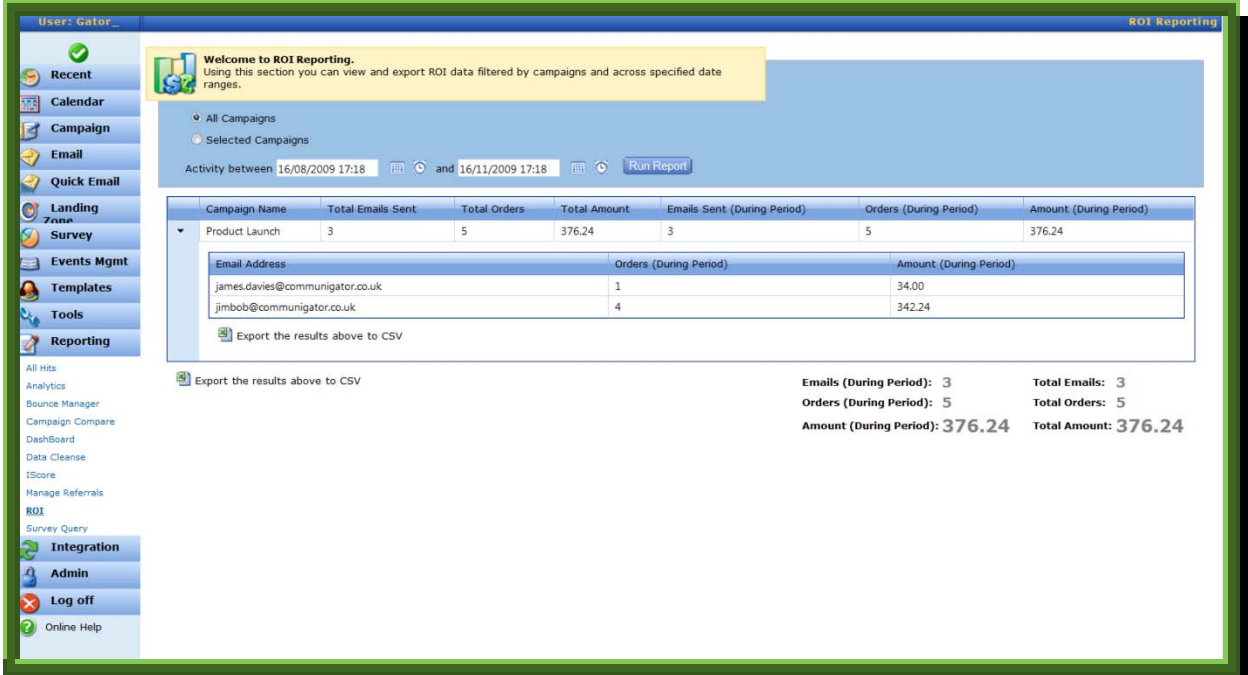


ROI Tracking

Feature available for F3 customers

If you need to measure total revenue from your email marketing campaigns in real time from your website then our ROI tracking toolkit allows you to add markers to your website to pass information back to CommuniGator campaigns based on shopping cart transaction, items purchase, order amounts and total revenue generated.

Screenshot



Welcome to ROI Reporting.
Using this section you can view and export ROI data filtered by campaigns and across specified date ranges.

Activity between 16/08/2009 17:18 and 16/11/2009 17:18 [Run Report](#)

Campaign Name	Total Emails Sent	Total Orders	Total Amount	Emails Sent (During Period)	Orders (During Period)	Amount (During Period)
Product Launch	3	5	376.24	3	5	376.24

Email Address	Orders (During Period)	Amount (During Period)
james.davies@communigator.co.uk	1	34.00
jimbo@communigator.co.uk	4	342.24

[Export the results above to CSV](#)

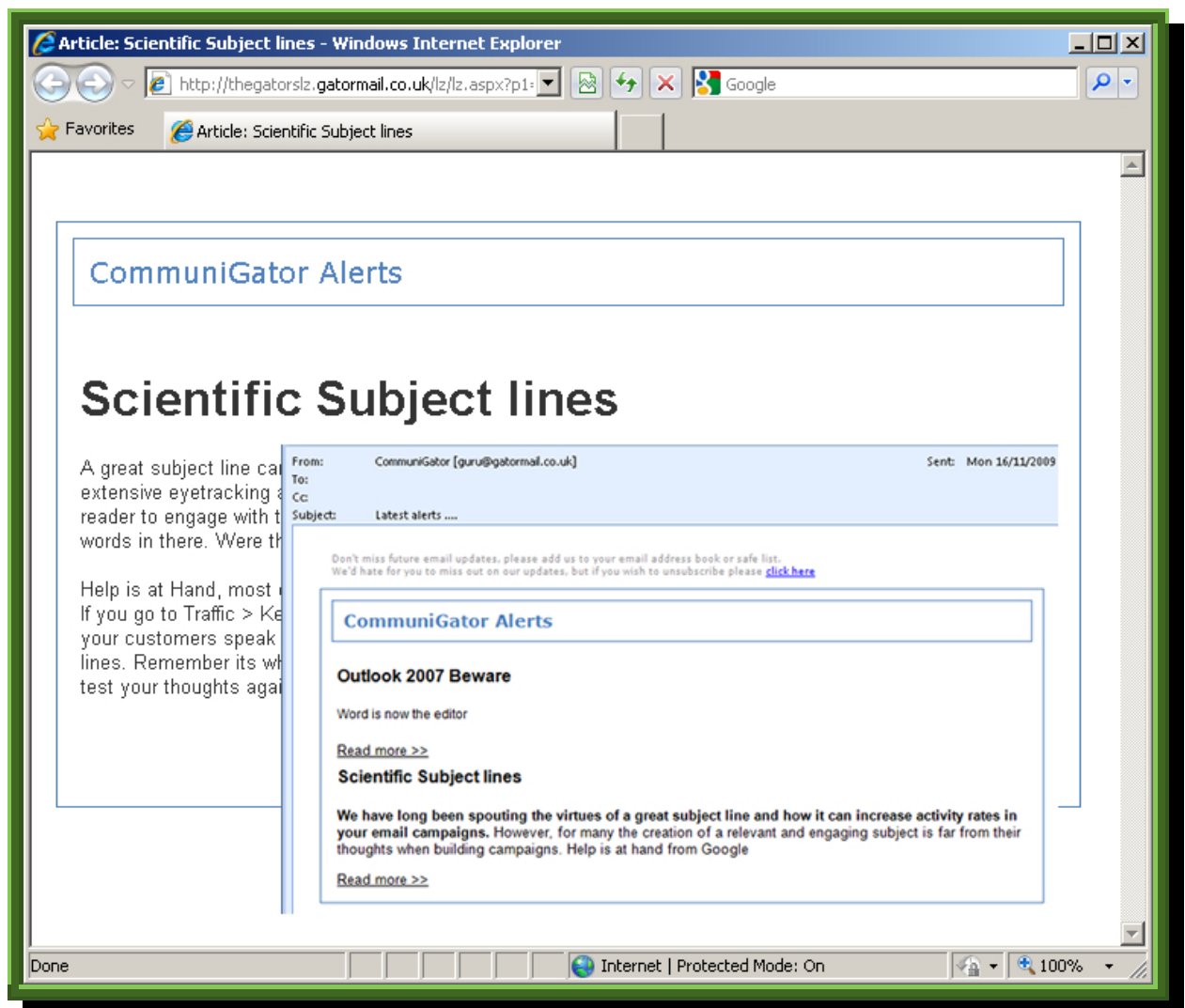
Summary:
Emails (During Period): 3 **Total Emails: 3**
Orders (During Period): 5 **Total Orders: 5**
Amount (During Period): 376.24 **Total Amount: 376.24**

Article Management

Feature available for F2 and F3 customers

You can create articles away from your design in an article library section based on title, short description, long description and images. Using a template design you can add an article block, typically for news alerts and newsletters, that will complete the design without editing the HTML design itself. More importantly the landing zone will also be auto created using the long description for faster campaign build and tracking the hit rate per article. Articles can then be reused in multiple campaigns.

Screenshot



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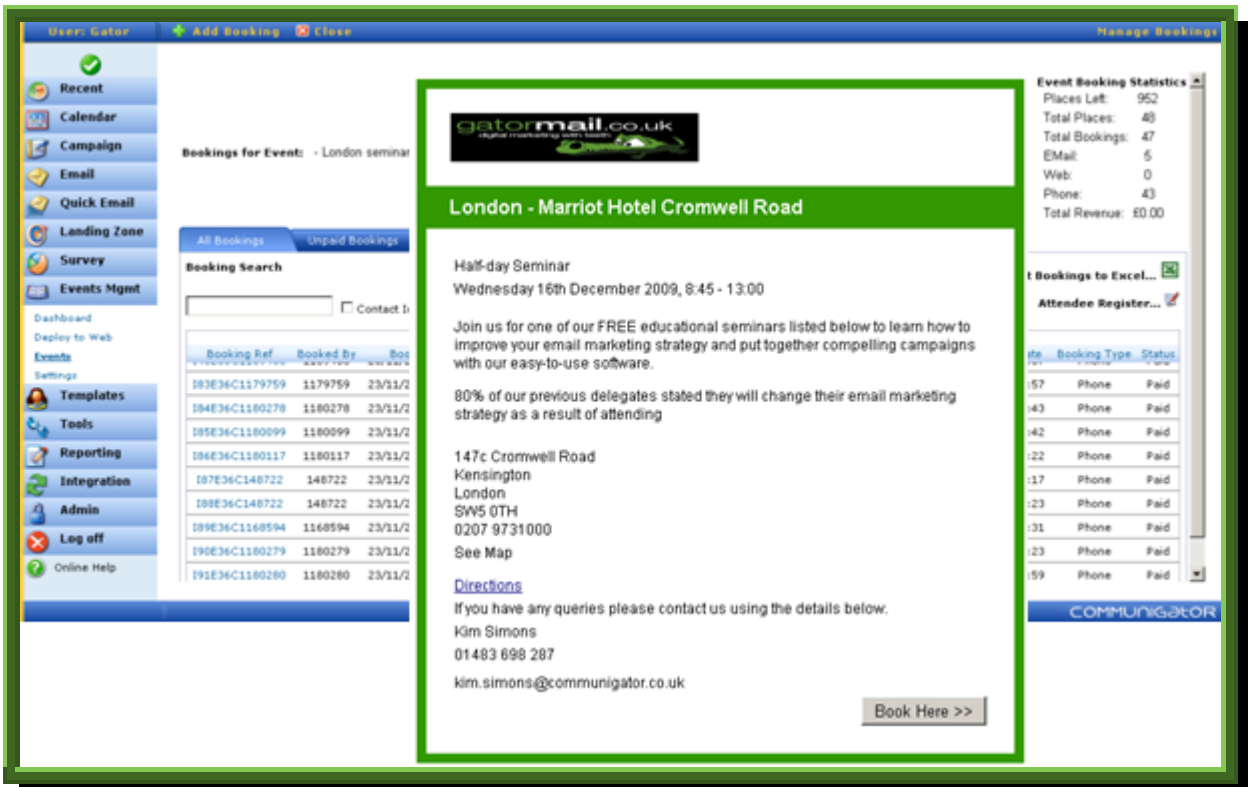
Event Management

Additional Monthly Cost at F2 or F3

An add-on product to your email marketing; to market your events online through your emails and website; to drive event signups through....

- ✓ Registration booking forms
- ✓ Automated follow up emails/reminders
- ✓ Payment processing
- ✓ Reporting
- ✓ Automatic group building

Screenshot



The screenshot displays the Gatormail Event Management interface. The main content area is titled "London - Marriot Hotel Cromwell Road" and features a "Booking Search" section with a table of bookings. The table has columns for "Booking Ref", "Booked By", and "Booked On".

Booking Ref	Booked By	Booked On
D83E36C1179759	1179759	23/11/2
D84E36C1180278	1180278	23/11/2
D85E36C1180099	1180099	23/11/2
D86E36C1180117	1180117	23/11/2
D87E36C148722	148722	23/11/2
D88E36C148722	148722	23/11/2
D89E36C1168594	1168594	23/11/2
D90E36C1180279	1180279	23/11/2
D91E36C1180280	1180280	23/11/2

The event details section includes:

- Event:** Half-day Seminar
- Date/Time:** Wednesday 16th December 2009, 8:45 - 13:00
- Description:** Join us for one of our FREE educational seminars listed below to learn how to improve your email marketing strategy and put together compelling campaigns with our easy-to-use software.
- Quote:** 80% of our previous delegates stated they will change their email marketing strategy as a result of attending
- Address:** 147c Cromwell Road, Kensington, London, SW5 0TH, 0207 9731000
- Contact:** See Map, Directions, Kim Simons (01483 698 287, kim.simons@communiGator.co.uk)
- Call to Action:** Book Here >>

On the right side, there is an "Event Booking Statistics" panel showing:

- Places Left: 952
- Total Places: 48
- Total Bookings: 47
- Email: 5
- Web: 0
- Phone: 43
- Total Revenue: £0.00

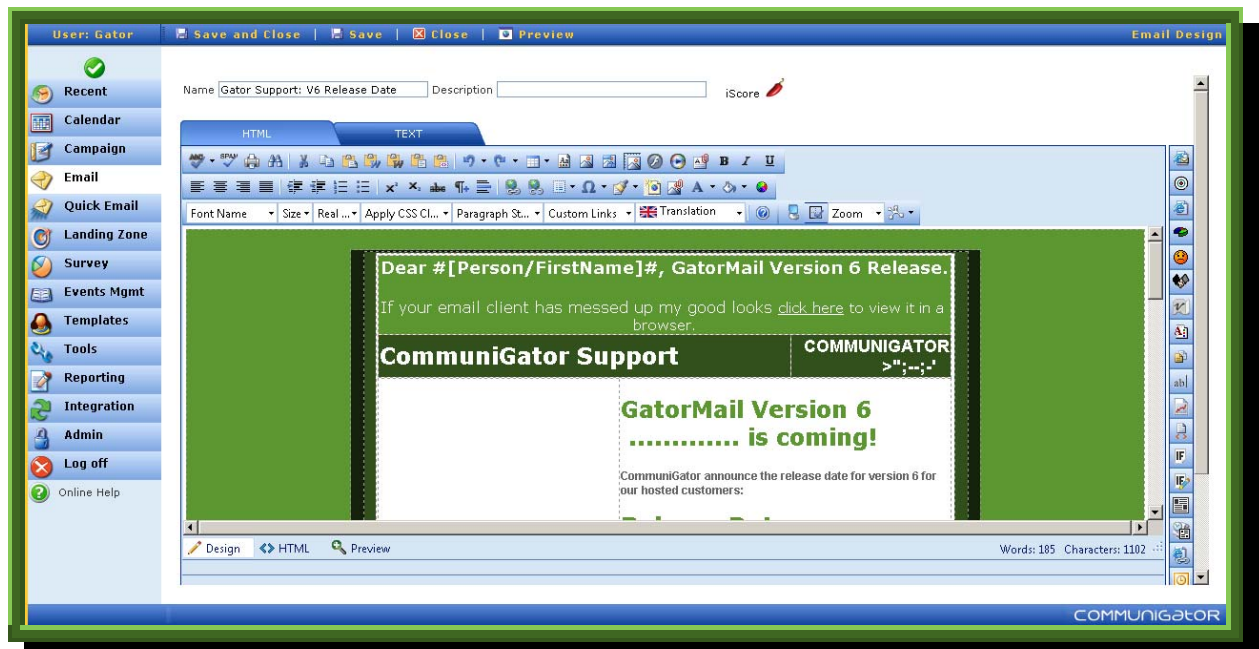
The left sidebar contains navigation options such as Recent, Calendar, Campaign, Email, Quick Email, Landing Zone, Survey, Events Mgmt, Templates, Tools, Reporting, Integration, Admin, Log off, and Online Help.

Enhanced HTML Editor

Feature available for F2 and F3 customers

- ✓ Image manipulation
- ✓ Language translation tool
- ✓ Split screen design and code view
- ✓ Custom links/Personalisation can be added outside of product as text links
- ✓ Auto track button – will automatically set all links to trackable
- ✓ View templates – new templating library
- ✓ Create calendar links to add events to outlook/web calendar
- ✓ Multilingual spellchecker
- ✓ Custom colour store
- ✓ Subscription fields - Web capture hidden fields for textbox and checkbox with default value

Screenshot

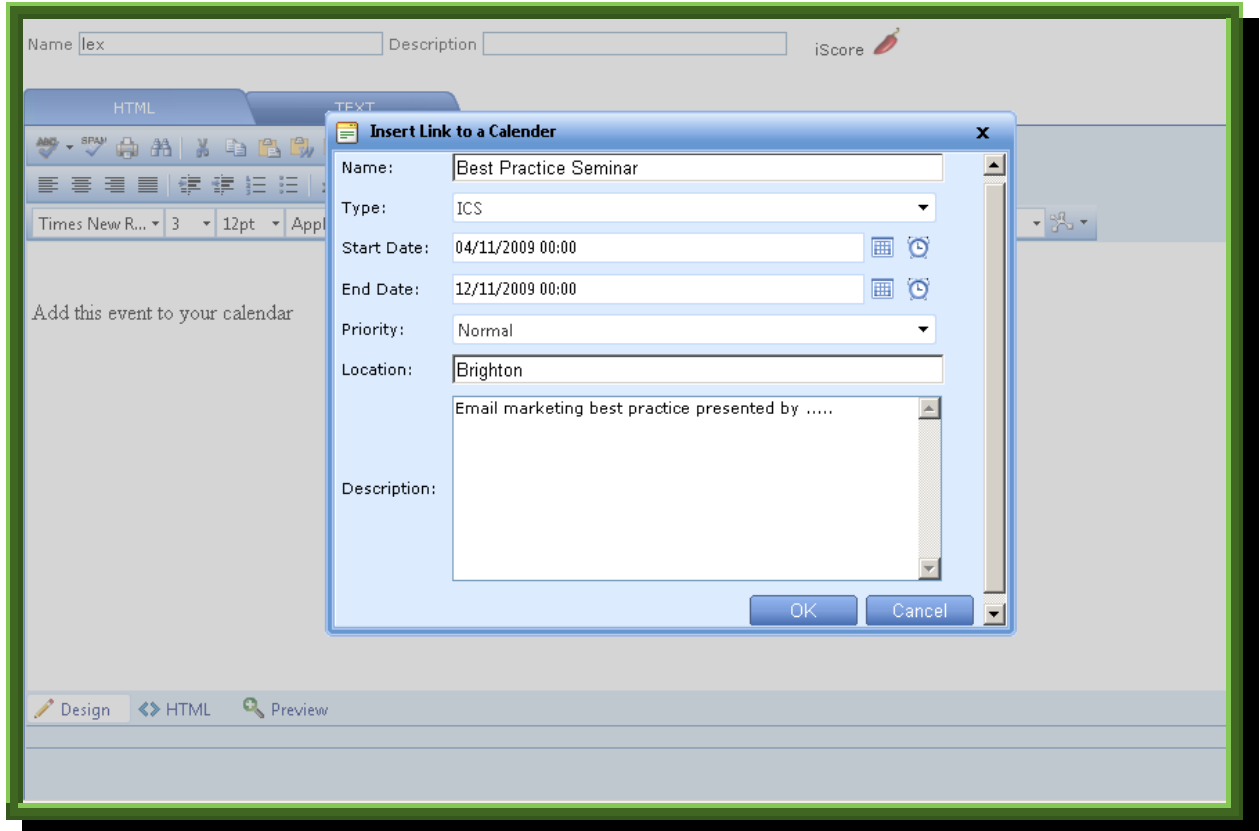


Meeting Request Link

Feature available for F2 and F3 customers

You can now add a link to your email and landing zones for the recipient to add an event to either their outlook or web calendar online.

Screenshot



Enhancements.....

New Architecture Upgrade

CommuniGator is developed on the Microsoft .Net platform, this release has been upgraded to Microsoft .Net 3.5 keeping us up to date with latest release and enhancing our performance, development, scalability, security and support moving forwards.

Google Analytics

A revamp of our Google Analytics integration has taken place for much greater efficiency in delivering statistics to your web site tracking.

Campaign

Features have been revamped on the campaign screen to allow for

- ✓ Better search for email, landing zones and surveys
- ✓ Selection of audience for test
- ✓ Results screen

Campaign Comparison Report

A new selection screen to enhance the selecting/deselecting of campaigns

Support Development Tickets

This release has seen the largest number enhancements applied through both customer and our own internal staff's support and development tickets. A full list will be available prior to the release.

More to come.....

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