

SubscriberMail®

**Everything you need to power high-ROI
email campaigns — no gimmicks, just results.**



Simplicity meets sophistication with our full-featured email marketing platform

For over a decade, marketers across the globe have relied on the SubscriberMail® platform and the email expertise of Harland Clarke Digital™ to get maximum impact out of their email marketing programs. While other systems worry about bells and whistles, Harland Clarke Digital has maintained a consistent focus on building out the SubscriberMail platform to provide powerful, user-friendly functionality around the core components of any email program—Message Building, List Management and Reporting.

Message Building

- Custom template system
- Content management library
- WYSIWYG content editor
- Media browser
- HTML uploader
- Desktop, Webmail, and Mobile preview functionality
- Three message creation options, ideal for a variety of skill levels
- Dynamic, variable message content
- Scheduling options for one-off or recurring/automated campaigns

List Management

- Import/Export lists
- Split list testing
- Recipient profiles
- List preference features
- Automated processing of bounces and opt-outs
- Custom list filters
- Salesforce.com™ integration

Reporting

- Mobile recipient reports
- Real-time data
- Combine/Comparison reports
- Recipient activity reports
- Click overlay reporting
- Clicks-per-URL reporting
- Third-party web analytics integration

A team of experts at your disposal

Harland Clarke Digital's unmatched dedication to customer service means you are never on your own. We are available 24/7 to meet your email marketing needs.

Interested in learning more? Contact Harland Clarke Digital™ today.
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