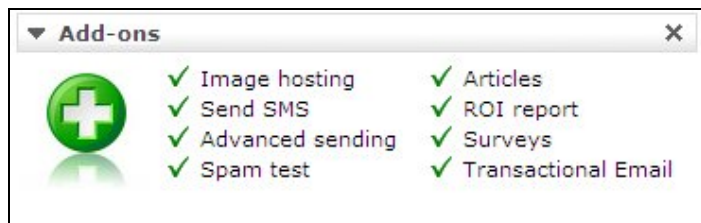


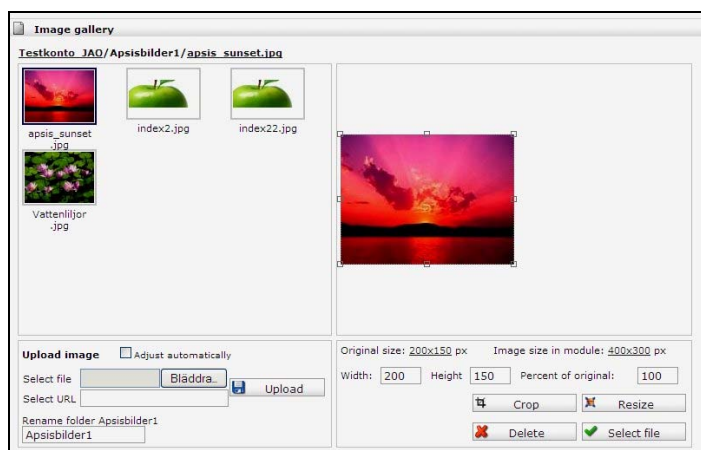
## Add-ons in Apsis Newsletter Pro



Apsis Newsletter Pro has a set of add-ons, all with the purpose of making your email marketing easier and more efficient. Some make it easier for you to work with our regular newsletter and are designed to save time, while others help you aim the communication better, measure better or ensure high quality.

If you have any questions or run into any problems, you are welcome to email us at [support@apsis.se](mailto:support@apsis.se).

## Image gallery



One of the great advantages of using HTML newsletters is the graphical possibilities.

To maximise delivery speed and to minimise the time to download emails for the recipients, Apsis Newsletter Pro works with images uploaded to a web server.

We have created the Image gallery for you who want to work easier with images. You can crop images, resize and automatically adjust the size if the image to fit your module template.

## Send SMS



If you have the need to reach out fast to your contacts. SMS has a high impact and is efficient with invitations, reminders or information about special offers.

This add-on gives you the possibility to send SMS directly from Apsis Newsletter Pro. You can personalise your message with dynamic parameters like `##name##`, `##city##`, `##occupation##` etc. You create and send just like an ordinary newsletter, and get an overview of the statistics from the send out.

## Advanced sending

Advanced sending gives you the possibility to test different content, subject line or timing of your send out, to see what gives the best response from your target group. For instance, you might send the same content of a newsletter with three different subjects to your entire mailing list. The list is automatically divided into three different groups, and you get three different reports from the sending.

This makes it easy to see which type of subject line works for your target group.

When combined with filtered sending (which is included as a standard feature in Apsis Newsletter Pro), this is an extremely powerful tool to aim your communication better.

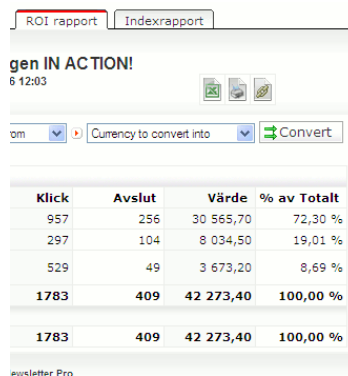
## Articles



Linking to longer articles is a good way to increase the value of your newsletter. By creating articles in Apsis Newsletter Pro it's easy to maintain a graphically consistent profile, as well as minimising the required administration with each newsletter. Naturally, you will have the same possibilities to statistical reports as when linking to an article on your web site.

You can use the same template and modules for articles as for newsletter.

## ROI report



Klick	Avslut	Värde	% av Totalt
957	256	30 565,70	72,30 %
297	104	8 034,50	19,01 %
529	49	3 673,20	8,69 %
<b>1783</b>	<b>409</b>	<b>42 273,40</b>	<b>100,00 %</b>
<b>1783</b>	<b>409</b>	<b>42 273,40</b>	<b>100,00 %</b>

With Apsis ROI Pro you can measure how much each link has generated in actual response on your web site. For instance, you can evaluate campaigns, registrations, purchases or any other activity linked from your newsletter.

Decide which product or activity you want to measure. If you want to tip about a book in your newsletter, you add a link to the products page. When your subscriber purchase the book, Apsis Newsletter Pro traces the purchase through a tracking code on the last page of the purchase; a "Thank you"-page or some other confirmation page.

The tracking code is generated automatically by Apsis Newsletter Pro.

Then you get a report on how many purchases the newsletter has generated, a sum of the value of all purchases and a calculation of your investment.

## Apsis Survey Pro



With our survey tool Apsis Survey Pro you can easily conduct customer surveys, invitations to seminars, tests of your web site or any other web based surveys.

In combination to Apsis Newsletter Pro, you will have the same powerful possibilities to create professional invitations as in a normal newsletter, as well as the possibility to conduct surveys separate from Apsis Newsletter Pro. Apsis Survey Pro automatically generates program code that you can insert to your web site.

A good example of a usage is to create invitations to events or seminars. With Apsis Survey Pro you can easily connect the participants' answers into demographic data in your mailing list and create autogenerated confirmations.

You will have access both to overviews and detailed statistical reports regarding demographic data, down to each single respondent.

## Transactional Email



Transactional email can be seen as a confirmation to a conducted purchase, often with very simple design.

Transactional emails have an open rate at no less than 70 %. There is an incredible potential for efficient marketing by making an ordinary transactional email more personal and aimed towards the recipient.

Med Apsis Transactional Email you can create a message with the same graphical contents of a newsletter (with a focus on the actual confirmation of course), sent automatically at a conducted purchase or other activity.

You will get statistics on delivery, open rate and click rate, just as with a normal newsletter.

Transactional Email is an easy and powerful way to make your customer to feel valuable even after the purchase is done.