



## **Blue Ox Mailbox™ by James Tower**

*Delivering a sophisticated e-mail marketing solution to your desktop*

### **What is Blue Ox Mailbox?**

E-mail marketing software used to create and distribute highly targeted e-mail newsletters and campaigns to subscribers and customer databases. It's flexible, offering self-service or full-service programs. It's scalable, offering basic functionality for companies new to e-mail marketing and advanced features for experienced marketers who need a more robust solution. Blue Ox boasts a comprehensive feature set, easy-to-use interface, unrivaled tracking options, and secure/reliable infrastructure.

### **How Does Blue Ox Mailbox Work?**

James Tower provides you with the necessary tools to set up your campaign, upload your data, create your message, and schedule delivery all from your desktop within your Internet browser. Our Web-based interface allows you to easily integrate your customer data, eliminating the IT hassle of installing and managing in-house e-mail marketing software. Blue Ox puts you in the driver's seat of your e-mail campaigns.

### **Key Features:**

- Event-/Trigger-Based E-mails
- Unlimited Demographic Records and Segmentation Filters
- Detailed Reporting and Web Site Activity Tracking
- Historical Tracking by Recipient
- Dynamic Message Assembly
- CRM Integration/API Interface
- Dedicated ISP Relations
- System Training/Responsive Customer Support
- Customizable Surveys, Forms, and Profile Pages
- Enterprise-Level Security and Reliability

### **Unparalleled Service:**

James Tower provides more than e-mail technology. We provide the expertise and best practices needed to make your e-mail marketing efforts a success. Our Client Services team is available to assist you in every aspect of your campaign – from initial set up to delivery. Our Creative Services team has the creative and technical expertise to assist you in designing your e-mail using HTML or Flash technologies.

## **Blue Ox Mailbox Features:**

### **Reporting**

- Detailed/Real-Time Reporting - Individual, Campaign, Filter-Based
- Reports By E-mail
- Action Tracking (Web Site Activity)
- Performance Benchmarking (List & Message Indexes)

### **Segmentation & Personalization**

- Demographic/Profile & Activity-Based Filters
- Trigger-Based E-mails (Action- or Profile-Based)
- A/B Split/Random Group Testing

### **List Management**

- Real-Time List Integration (Via our API)
- List Upload Control (Replace/Append)
- Automatic Unsubscribe Confirmation Message
- Reply/Unsubscribe Handling
- Bounce Retry/Processing

### **Message Creation & Management**

- HTML/AOL/Plain Text Versions
- Administrator Controlled Permission Levels (Reporting, Creation, Distribution)
- Message Categorization
- Content/Image Library
- Built-In WYSIWYG HTML Editor
- Proof List/Test System
- Message Template System
- Dynamic Message Assembly
- Spam Content Checker
- Hosted Web Version of E-mail
- Automatic Footer Message
- AOL Subscriber Settings (Multipart v. Text)

### **Forms and Surveys**

- Customizable Opt-In Forms
- Reader Surveys/User Profiles
- Automated Welcome Message



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