



## PostMaster Enterprise MailList

A generic requirement of any marketing oriented organization is to have the ability to send personalized mails (with majority of the content being the same) to a group or a list of recipients.

PME-MailList, a component for the PostMaster Enterprise, helps you achieve this with minimal effort. PME-MailList is designed to create and support mailing lists for all or select clients and subscribers. All you have to do is draft one message and it will be sent to an entire list of mail recipients. In addition, the system can create a personalized letter for each subscriber, which can include all the necessary information from your data base.

The primary function of the PME-MailList is to create campaigns for the specific list(s) and send them to the recipients who are subscribed to those list(s). After the campaign is completed, the PME-MailList can optionally manage mail returns (bounces) and handle useful statistics.

### Key Benefits

- Publish your newsletter /e-magazine / mailing list messages in minutes.
- Keep in touch and build stronger relationships with your group / list.
- Keep your group informed with up-to-date information.
- No restrictions on recipients, lists campaigns. All unlimited.
- Personalize messages with persons name, email.
- Statistics on bounce, clicks-throughs and .views available.
- Tightly integrated with PME-Mail.

### Disclaimer

QLC prohibits the use of this product in any manner associated with the transmission, distribution or delivery of any unsolicited bulk or unsolicited commercial e-mail ("Spam").

QLC does not authorize the harvesting, mining or collection of e-mail addresses or other information from or through the Services.

Unauthorized use of the product in connection with the transmission of unsolicited e-mail, including the transmission of e-mail in violation of this policy, may result in civil, criminal, or administrative penalties against the sender and those assisting the sender.

### How PME-Mailist Works

At a generic level, the PME-MailList can be divided into the following components.

#### List / Recipient Manager

In PME-MailList, List Management and Recipient Management is done in a smart and intelligent manner. The list and recipient data are maintained separately. A separate mapping index identifies

Bulk communication  
in made just easy  
and incredibly  
effective through  
PME MailList.



which recipient belongs to which list. Hence, it is possible to map a recipient to more than one list, easily and efficiently. This function provides scalability in creation and stability in maintenance of such lists.

### Campaign Manager

Campaign Management is the core of PME-MailList. A campaign companies form main stages: creation of email, identifying the list of recipients the email is to be sent to, testing the email output and scheduling or manually activating the mailshot.

For mail campaigns which are required to be sent periodically with very little change, PME-MailList provides flexibility of duplicating a Mail Campaign easily.

### Tracking Manager

Tracking Manager works at multiple levels:

- ViewTrack gives details of which recipients have opened and viewed the mails.
- ClickTrack gives details on which recipients have clicked on a URL within the mail and when (date & time).
- BounceTrack tracks the bounced mails and automatically blocks these email addresses. Subsequently, in the next mail campaign, mails are not sent to such email addresses.

**Note** ViewTrack & ClickTrack will only work when the mail campaign is personalized. Also, the PostMaster Enterprise machine needs to have a fixed Internet IP Address and the http port needs to be accessible via the internet.



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