

# Convio Email Marketing

Convio Email Marketing gives you the latest online marketing tools to help you build and manage effective email campaigns every step of the way — from creation and testing to targeted delivery and follow-up — to drive higher response and increased constituent participation. Designed for nonprofit marketing and communications professionals, Convio Email Marketing is a complete online solution for managing email communications between creating and delivering branded email communications that build constituent loyalty through content tailored to individual constituent interests. Convio Email Marketing delivers easy-to-use yet powerful capabilities to generate and send personalized, graphical email messages, online newsletters and electronic greeting cards (eCards).

## Email Design and Composition

**WYSIWYG editor.** Design and edit emails using an intuitive What-You-See-Is-What-You-Get (WYSIWYG) editor that makes it easy to create HTML emails with dynamic content, trackable links, surveys, forms and more. Use built-in tools for spell-checking, creating anchor tags, adding images and creating tables. Import emails composed outside of the editor, or base new campaigns on previously-used emails.

**Stationery templates.** Ensure professional and consistent branding using graphical templates for emails, email newsletters and eCards. Develop or modify stationery using built-in design tools.

**Personalization.** Configure emails to automatically include personal information, such as the recipient's first name or last donation amount. Personalize the subject line and message body with any fields from the constituent record or online gift summary data from Convio Fundraising or Convio TeamRaiser™. Add constituents' loyalty rewards point balances automatically within emails. Conditional content. Display text and graphics in emails based on constituent interests, geographic location, history with your organization and more.

**Tell-a-Friend.** Embed trackable "Tell-a-Friend" links to extend your reach by allowing email recipients to forward your organization's email messages to friends and family with a note and a link back to your Web site.

**Address configuration.** Customize the sender name and reply-to addresses for every message.

**Link generator.** Create trackable text or graphical links to any Web page or object (campaign, event, survey, etc.), whether on Convio powered Web pages or on another site. Links maintain trackability when recipients forward communications to friends. Use interest links to automatically add an interest flag to a registered constituent's record when he or she clicks on the link.

**Unsubscribe options.** Comply with CAN-SPAM regulations by including customizable unsubscribe links so recipients can opt out of receiving future email communications from your organization.

**Surveys and forms.** Embed surveys and forms into emails to collect constituent feedback, interests and other information.

**Auto-login.** Automatically log in recipients to your Web site when they click a link in an email.



*Convio Email Marketing allows you to create personalized email newsletters that drive your constituents to take action.*

## Email and Subscriber Management

**Communication management.** The email marketing calendar provides an overview of all email messages going out, which helps prevent duplicate email messages from different departments. This tool helps administrators ensure overall communications meet best practices, honor contact preferences and balance “ask” versus “inform” emails.

**Workflow management.** Solicit, review and approve contributed content from affiliates, chapters, departments or other contributors, and automatically format it in a single email newsletter.

**Content management.** Upload and search image and document libraries to facilitate easy content re-use. Link any email content to stored documents.

**Groups.** Organize email campaigns by groups. Add or remove individual recipients to each group based on their declared interests or from query results.

**Reviewer lists and permissions.** Designate staff members to proofread or test email content before sending to your constituents. Grant staff members specific permissions to compose, edit and send email, as well as to run reports and upload target audience lists.

**Web archiving.** Post email messages on your Web site to create archives of your email newsletters. Allow recipients who cannot view your HTML emails with their email client software to view them online.

**Message storage.** Create custom message types for easier message storage and management. Administrators can search and filter for specific email messages, including filtering by security category for different types of content contributors.

**Subscriber opt in/out.** Use HTML forms to allow constituents to opt out or opt in to receive emails on specific topics. Employ a “double opt-out” feature to ask a constituent who elects to opt-out to confirm his or her request via an email response.

**Loyalty rewards.** Offer constituents redeemable points earned through response to email campaigns. DataSync (optional). Synchronize your online and offline databases with updated constituent records and information.

## Email Message Testing and Delivery

**A/B testing.** Send two or more slightly different email messages to a subset of your target audience to determine which message is most effective at soliciting a response, then send the most effective message to the remainder of the audience. Spam checking. Evaluate email messages before sending for elements that might trigger spam filters.

**Scheduling.** Set delivery dates and times in advance, or send emails immediately. Duplicate management. Use automatic duplicate address checking to avoid sending duplicate emails to recipients who are members of multiple groups.

**Audience count calculation.** Calculate how many constituents will receive an email once opt-outs, do-not-mail lists, overlapping groups, and bad email addresses are considered.

**Message preview.** Evaluate how messages will appear when received. Flexible formats. Ensure all recipients can read messages regardless of email client capabilities (HTML versus plain text) with multi-part MIME delivery. Allow recipients to request delivery in HTML or plain text format. Create text-only versions of emails with a single click.

**Bounce management.** Flag soft (temporary delivery failure) and hard (invalid email address) bounces automatically. Delivery to soft-bounces will be automatically retried for two days. Convio will provide you with contact information for hard bounces. Message delivery filters. Use filters to target recipients who have any or all of the following characteristics:

- Did not previously receive emails
- Received emails but did not open them
- Opened emails but did not click through
- Clicked through but did not complete an action
- Completed an action

**Recurring deliveries.** Automate messages based on specific events, such as an eCard to recipients on their birthdays, a welcome email to all newly-registered constituents, or a copy of your latest email newsletter to new donors.

## Reporting

**Email dashboard.** View tabular and graphical summary reports with drill-down capabilities to provide insight into email campaign results, constituent behavior and trends.

**Email Reports.** Track and analyze your email campaigns with reports that compare performance of email campaigns and email variants. View click-through summaries and detail reports

**Open and response reports.** Email response reports show how many constituents took actions within a selected message. Message open reports show the constituents who opened each email message.

**Campaign reports.** Campaign performance reports compare delivery statistics for each email campaign, including number of messages sent, delivered, bounced and opened, as well as actions taken within the messages. Email campaign response reports show a summary of the actions that recipients took.

**Unsubscribe reports.** View the constituents who unsubscribed from receiving email.

**Download reports.** All reports are downloadable as a comma separated value (.csv) file for reporting or mail merge.



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