

# StrongMail® Transactional Email Platform

Leverage the marketing and branding potential of service-based emails



The average retailer can generate \$2.9 million in additional revenue by adding cross and up-sell promotions to transactional email.

JupiterResearch  
"The Transactional Message Imperative"  
October 2008

The StrongMail Transactional Email Server transforms your generic, plain-text transactional and triggered emails into highly branded and personalized messages capable of driving incremental revenue through relevant cross- and up-sell offers. Extremely reliable and flexible, the StrongMail Transactional Email Platform extends the business logic of your existing e-commerce system to dynamically create customized messages that properly reflect your company's identity and relationship with the customer.

StrongMail's proven transactional capabilities work in conjunction with its powerful integration and MTA software to offer dynamic message assembly, delivery, reporting and tracking. A comprehensive solution, the StrongMail Transactional Email Platform enables you to quickly leverage one of your most effective customer communication channels.

The image shows two email windows side-by-side. The left window is a plain-text email with a simple layout. The right window is a branded, personalized email with a professional design, including a logo, navigation bar, and various marketing elements. Blue circles and lines connect specific features in the branded email to descriptive labels on the right.

**Branded and Personalized**

**Up-sell message by SKU or product purchase history**

**Dynamic Order Management**

**Customer Service and Account Info**

**Loyalty or special cross-sell offer**

Item Desc	QTY	PRICE
Full-zip stripe lined hoodie	1	\$59.00
Dark wash Toland fit	1	\$69.50
Subtotal		\$127.50
Shipping		\$13.00
Total		\$140.50



The StrongMail Transactional Email Platform is the most advanced commercial solution for the delivery and management of triggered and service-based email. By modernizing your email infrastructure with StrongMail, you can avoid the scalability problems inherent with aging proprietary systems and gain the back-end integration necessary to efficiently assemble dynamic transactional messages in real time. By offering easy integration, full functionality, high performance and ease of use, StrongMail simplifies the process of transforming your triggered email into a branded, highly effective supplemental sales channel.

**The StrongMail Transactional Email Platform enables you to:**

**Reinforce your brand with dynamic HTML messages** that reflect the investment you've made in your online presence.

**Increase response rates with relevant offers** and customized messages that are dynamically generated based on current purchases or other interactions.

**Send customized, triggered emails** through tight integration with your data sources for relevant and timely messaging.

**Improve deliverability** with optimized sending protocols and comprehensive reporting for identifying and correcting deliverability issues.

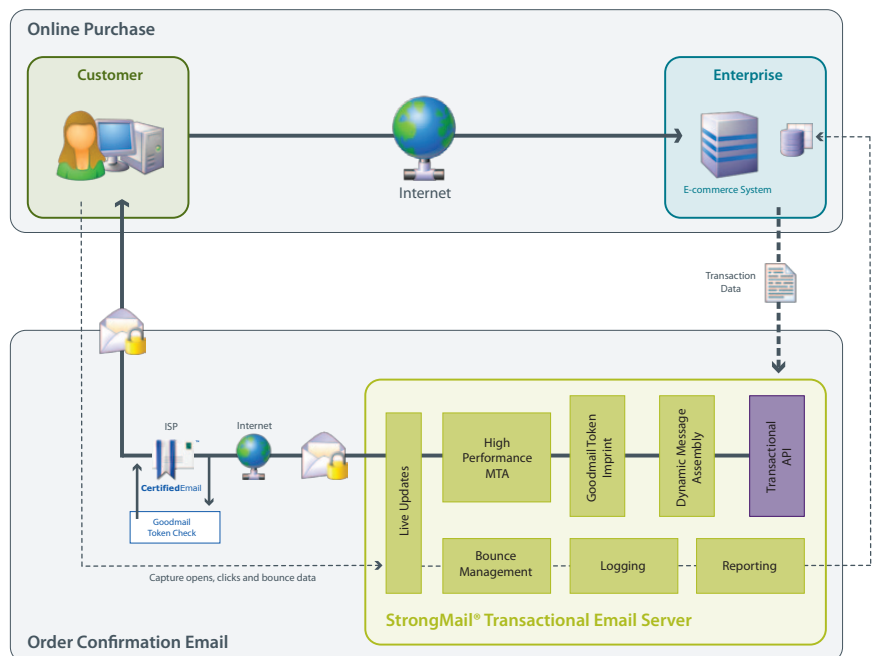
**Key features & benefits include:**

- > Robust email technology with dynamic message assembly capabilities
- > Back-end integration with e-commerce, customer service and CRM systems
- > Integrated reporting on deliverability
- > Visibility into response data (opens, clicks, etc.)
- > Bounce management capabilities
- > Differentiated sending

**Transactional Email Defined**  
An operational message that flows from an already existing agreement or contractual relationship with the recipient.

**Transactional Email Examples**

- > Purchase/registration confirmations
- > Welcome messages
- > Password resets
- > Warranty information
- > Ship notification
- > Product recalls
- > Changes in terms or features
- > Subscriptions
- > Account balance information
- > Delivery of goods or services



### **Consumers Embrace Transactional Email**

- > 83% of consumers will accept marketing messages in transactional email
- > 54% almost always read transactional email vs. 21% for commercial email
- > 64% prefer that companies communicate with them via email

Source: Marketing Sherpa/StrongMail

"Transactional Email and Marketing Study," January 2007

### **Integration**

Designed to integrate easily with any IT environment, our Web Services APIs enable seamless connect with back-end business processes and data sources so that you'll be able to effectively trigger emails, customize messages to customer preferences

- > Web services for SOAP/XML integration

### **Dynamic Content**

A powerful dynamic message assembly engine transforms plain-text transactional emails into a branded company communication that dynamically integrates relevant cross- and up-sell offers based on prior purchases and stated preferences.

- > Advanced personalization and mail merge
- > XML/XSL dynamic content engine
- > Personalized tracking links
- > Attachment encoding

### **Visibility**

Real-time reporting and tracking provides visibility into performance and delivery of your transactional email alongside your traditional marketing email. Detailed data on open, click and failure rates is essential to properly managing your service and marketing activities for best results.

- > Smart bounce filtering
- > Individual link tracking to capture opens and clicks

### **Real-time Delivery**

A transactional email is often a business-critical communication that requires expedited delivery. StrongMail prioritizes transactional streams to ensure that they are delivered immediately and reliably at rates that scale from thousands to tens of thousands of messages per minute.

- > Domain/MX throttling
- > Accreditation and reputation support
- > Authentication standard support (Sender ID, Domain Keys and DKIM)

### **SMS Text Alerts and Notifications**

A short message service (SMS) module enables marketers to deliver instant notifications and event-triggered alerts to mobile phones via their choice of message aggregator. This provides companies with the ability to offer their customers more options for receiving time-sensitive messages.

- > Integration with existing delivery/notification systems
- > Centralized platform for text messaging and email
- > Advanced personalization and mail merge

### **Live Updates**

Keep pace with ever-changing ISP and corporate anti-spam delivery parameters – such as bounce filter definitions and recommended domain/MX throttle configurations – with StrongMail's automatic update functionality.

Live Updates keep you up to date with the latest email delivery best practices, standards and compliance methods.

### **Administration**

Monitor server and network performance in real-time and quickly diagnose issues using StrongMail's comprehensive system management tools. Enjoy streamlined administration with:

- > Web browser-based interface for configuration, reporting and management
- > Comprehensive Command Line Interface (CLI)
- > Real-time XML administration/monitoring port
- > SNMP interface for easy status monitoring

### **Multi-server Management**

Achieve optimal sending performance, redundancy and security policy compliance by leveraging StrongMail's intelligent multi-server management capabilities, including IQMP (intelligent Queue Management Protocol) for bi-directional communications between clustered servers. Additional clustering highlights include:

- > Adaptive, email-optimized load balancing
- > Centralized, real-time reporting/statistics
- > Global management

### **High Availability**

The StrongMail Transactional Email Platform utilizes redundant hardware components to achieve business critical availability. A RAID subsystem and hot-plug power supplies define hardware availability. Secure protocols for message delivery and administrator access ensure the security of your communications network.

### **Patented Technology**

StrongMail's patented AMP Technology™ (Asynchronous Memory-based Processing) uses advanced asynchronous memory-based queuing for increased throughput, intelligent delivery and real-time optimization and reporting.

Plus, StrongMail's asynchronous, component-based architecture can be deployed across separate physical servers for high scalability, redundancy, application flexibility and security-policy compliance.



## About StrongMail Systems, Inc.

StrongMail enables marketers to forge meaningful, profitable and long-lasting connections with their customers through email marketing and social media.

Offering a comprehensive suite of technology and services, StrongMail takes a fundamentally different approach to traditional email service providers that offers many unique advantages to brands. StrongMail's dedicated solutions offer the lowest total cost of ownership of any enterprise email marketing solution and easily integrate with customer data sources to help marketers improve the performance of their email marketing campaigns.

StrongMail's email and social CRM agency provides industry-leading strategic and creative services to help marketers listen, learn, engage and influence best customers.

It's these differences that have led Fortune 2000 brands to switch to StrongMail.

To learn more about StrongMail, please visit [www.strongmail.com](http://www.strongmail.com).

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## Availability

Available as an on-demand solution, rack-ready appliance or installed software, the StrongMail Transactional Email Platform is designed to deliver exceptional levels of performance, availability and manageability.

## StrongMail: Email Marketing Without Limits

StrongMail's marketing and transactional email solutions eliminate the limitations of traditional email service providers and custom-built solutions, enabling businesses to deliver more relevant, timely and cost-effective messages.

Whether you're an email marketer looking to improve your email marketing performance, boost deliverability and lower your costs, or an IT professional looking for a reliable system that incorporates the latest email delivery, authentication and bounce processing technologies, StrongMail has a solution to meet your needs.

## Email Marketing Solutions

StrongMail's email marketing solutions empower marketers to drive the highest value from their email marketing programs. Our wide range of solutions combine StrongMail's industry-leading platform with the strategic and deliverability expertise to drive conversions, increase brand awareness and improve customer satisfaction.

## Lifecycle Marketing Solutions

StrongMail Lifecycle Marketing is a powerful solution that enables email marketers to design and automate sophisticated event-triggered programs with drag-and-drop simplicity. Fully integrated with Message Studio, StrongMail Lifecycle Marketing makes it possible to launch welcome, shopping cart abandonment, win-back and other multi-stage dialogs without any ongoing IT involvement.

## Transactional Email Solutions

StrongMail's transactional email solutions enable marketers to take control of branding, content and promotional elements of event-triggered email. Tight integration with backend systems allows StrongMail to efficiently assemble and immediately deliver fully branded and personalized messages that properly reflect the customer relationship.

## Email Deliverability Solutions

StrongMail's advanced email delivery systems were built from the ground-up to maximize deliverability in today's challenging sending environment. These advanced systems are complemented by StrongMail's team of in-house deliverability experts who provide proactive deliverability and reputation management services to ensure maximum inbox delivery.

## Email Strategy and Optimization

StrongMail complements its email marketing solutions with a wide range of strategic services to provide the best practices, guidance and hands-on services that will enable you to optimize your email programs for greater returns. Leverage proven technology and expertise to improve the creative, relevancy, and effectiveness of your email campaigns.

## High-Performance Email Technology

StrongMail overcomes the challenges of high-volume email delivery with a highly scalable, reliable and manageable system that can easily replace and consolidate underperforming commercial or open source MTAs. Featuring burst email delivery technology, StrongMail can deliver millions of personalized messages in under 10 minutes. Free up IT resources with a proven platform that was specifically designed to overcome the challenges of today's ever-changing sending environment.

