



Ability Connect Email

A Few of Our Satisfied Customers...

- American Musical Supply
 - Rimmer Bros
 - Mack's Prairie Wings
 - Electric Guitar
-

Ability Connect Email

Segmented lists, personalization, CAN-SPAM compliance—the world of email marketing grows ever more complex even as it becomes more lucrative and more necessary to every retailer's success.

If you're looking for a simple, affordable way to gain better control over your email campaigns, better reporting and most importantly, increased sales through the critical email channel, Ability Connect is the answer.

With a low cost of entry and easy-to-use management tools, Ability Connect is the perfect solution for marketers who are ready to make their email marketing programs *do* a lot more without *costing* a lot more.

Let us put email to work for you!
Contact us at sales@abilitycommerce.com.

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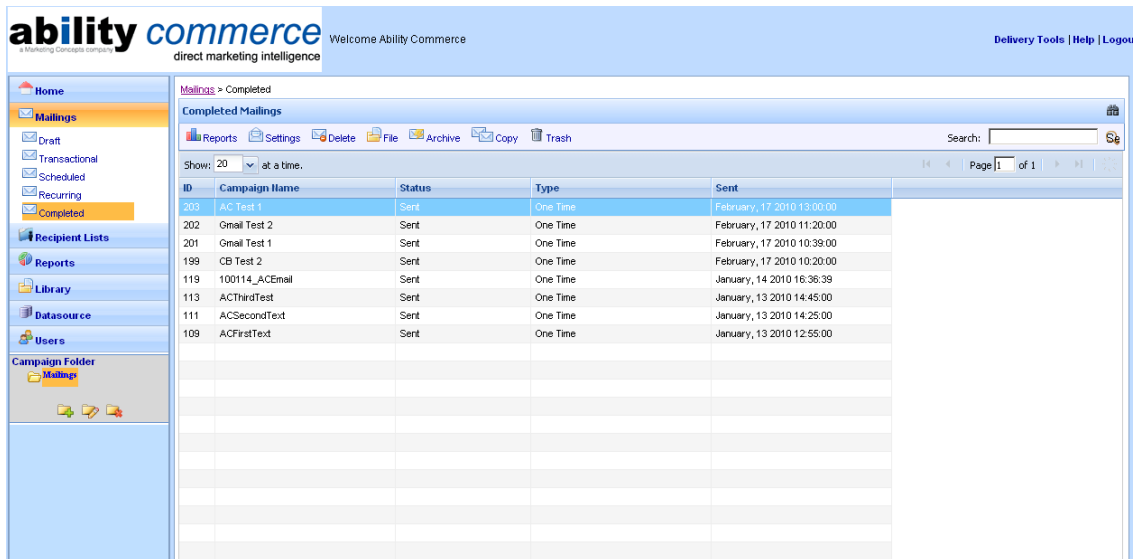
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Benefits of Ability Connect Email

- Fast, reliable email deployment helps you target the best times and days for campaigns
- Preview the appearance of emails in all the most popular interfaces
- Get instant access to campaign data: open rates, clickthroughs and more
- Easy management of multiple lists and test lists
- Automated A/B testing improves performance on each campaign and helps you learn what works over time
- Low purchase price means instant return on investment, even if your list right now is small.
- Target directly from your customer database, eliminating system lists uploads / downloads
- Direct integration into Ability SmartSite



The screenshot displays the 'Completed Mailings' section of the Ability Commerce software. The interface includes a navigation sidebar on the left with options like Home, Mailings, Draft, Transactional, Scheduled, Recurring, and Completed. The main content area shows a table of mailing records with columns for ID, Campaign Name, Status, Type, and Sent. The table contains several rows of data, including campaigns like 'AC Test 1', 'Gmail Test 1', and '100114_ACEmail'. The top of the page features the 'ability commerce' logo and the text 'Welcome Ability Commerce direct marketing intelligence'.

ID	Campaign Name	Status	Type	Sent
203	AC Test 1	Sent	One Time	February, 17 2010 13:00:00
202	Gmail Test 2	Sent	One Time	February, 17 2010 11:20:00
201	Gmail Test 1	Sent	One Time	February, 17 2010 10:39:00
199	CB Test 2	Sent	One Time	February, 17 2010 10:20:00
119	100114_ACEmail	Sent	One Time	January, 14 2010 16:36:39
113	ACThirdTest	Sent	One Time	January, 13 2010 14:45:00
111	ACSecondText	Sent	One Time	January, 13 2010 14:25:00
109	ACFirstText	Sent	One Time	January, 13 2010 12:55:00

Ability Connect Features

Mailings

- Create one-time, recurring or A/B test campaigns.
- Copy and edit existing campaigns to save time and labor costs.
- Add personalization quickly and easily, and preview the appearance of each email in multiple email client interfaces.

Robust List Management

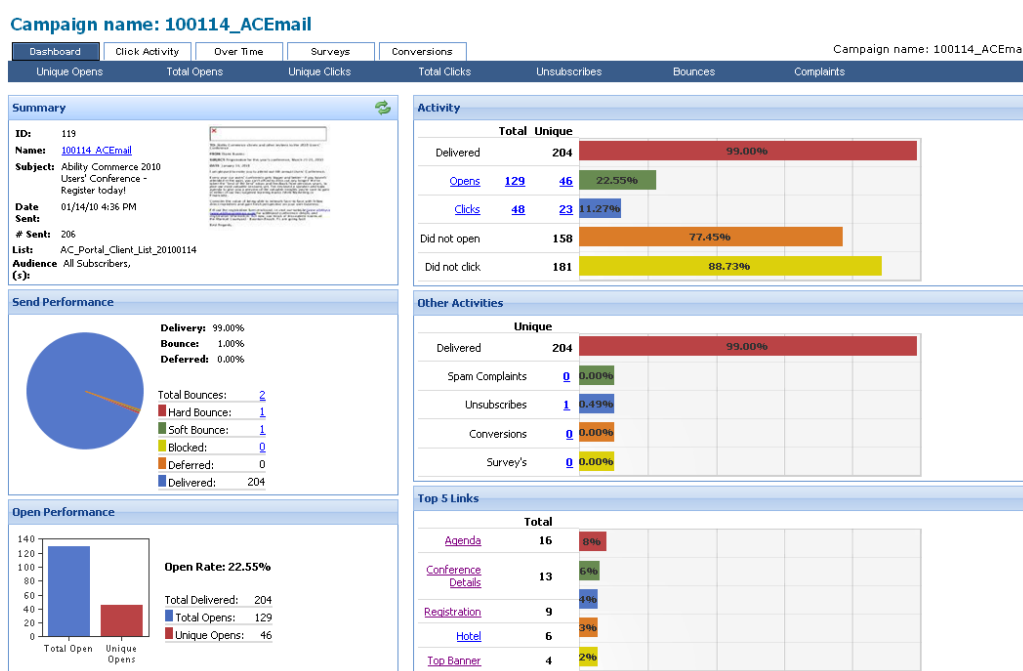
- Creating, editing, and segmenting your list is a snap; connect to an external database or manage your list internally within the Ability Connect system.
- Easy-to-use system helps you create custom fields, subscriber forms, and set up or change bounce, abuse and unsubscribe statements in a flash.

Library-Style Asset Management

- Store images, your own customized HTML templates, campaign templates, and copy in the Ability Connect Library, for easy reference and re-use.
- Create and preview surveys, and embed them right into your email campaigns.
- Create seed and test lists and customize sender profiles to manage multiple branding campaigns or companies.

Real-Time Reporting and Tracking

- Real-time open and link tracking.
- Survey result compilation.
- Graphical at-a-glance reports and robust drill-down capabilities to see all the details when you need them.



Getting Started Is Easy

Implementation (remote)

Using Ability Connect as your bulk email provider is quick and easy. Once the basic implementation decisions are made, you'll be up and running in *days*, not months. The Ability Connect implementation process has been carefully designed to ensure the implementation runs smoothly. A detailed project plan is distributed and reviewed with your team, keeping everyone aware of critical milestones and what actions are needed to achieve them.

Setup

Setup takes less than a day, no matter how big your list is. We'll create your data sources and your initial recipient lists, create a mailing URL with all appropriate DNS additions, and perform XMS server setup. We then input bounce, postmaster and abuse addresses to manage all your bad addresses and feedback loops via Ability Connect reporting and management tools. All you need to do is provide us with your current list data; we'll take care of the rest.

Training (remote via Microsoft Office LiveMeeting)

Full training is provided, and is scheduled to coincide with the tasks on the project plan so you know what's happening every step of the way. We'll show you how to create your emails, segregate your lists, and monitor results and set up tests to maximize the return on your investment. (If you just want to pick the products and outsource the design and management, just ask your sales rep about marketing services.)

Comprehensive, searchable online documentation is also provided to make learning more about the system easy and fast.

Ongoing Support

After your implementation and training specialists teach you the basics, you'll be off and running on your own—but our expert support team is always a phone call or an email away. When you're ready to try something new, when a new feature or report is added to the product, or if you should encounter a problem—we've got you covered.

Pricing

The best news about Ability Connect is that it's affordable, and based on your volume needs. Call today and talk to an expert sales representative for details and customized pricing options based on your unique business needs.

Put the power of Ability Connect Email at your fingertips!
Contact us at sales@abilitycommerce.com.