

# How can my company use RoboMail?

## What is this?

RoboMail can be used by every part of your business to send, monitor, edit and optimize your e-mail campaign. This is a sample list of possible department interests RoboMail can accommodate.

## Department Usage



### MANAGEMENT

- Monitor campaigns
- Status reports
- View ROI with clickthroughs / open-views
- Graphical viewing of RoboMail mailing servers



### MARKETING

- Generate creative for mailings
- Creative effectiveness reports
- Test marketing creative
- Load and store multiple creative



### SALES

- Monitor campaign activity
- Campaign scheduling
- Sell CPM or CPA models
- Clickthrough / open-view history reports



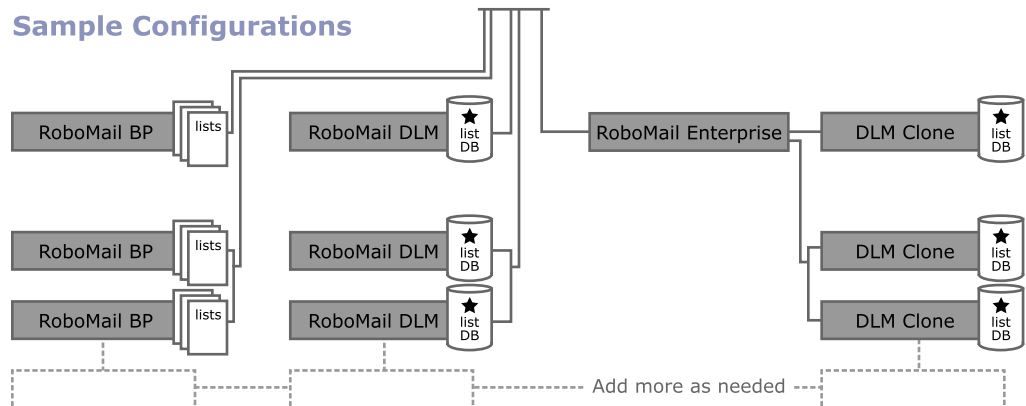
### IT

- Monitor mailing servers
- Status activity of current campaigns
- Pause / cancel / resume mailings
- Assign and change IP's on the fly
- Custom configure bounces and unsubscribes
- Deliver performance statistics to management

Chain together multiple RoboMail servers to increase send rates and list management flexibility. These are just a few options we can build for you.

Call our toll-free number or visit [inter7.com](http://inter7.com) for more information.

## Sample Configurations



Internet



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