

## THE TOP 10 REASONS

# Why Clients Choose Mail Dog

### **"So powerful, yet so easy and quick to use"**

Mail Dog offers more features and tools than any other solution, but you don't have to be a rocket scientist to take advantage of them. Our wizards, automatic functions and intuitive interface do all the work for you. It's like flying a jet plane on auto-pilot.

### **"The best customer service ever experienced"**

As cool as our technology may be, our primary concern is customer service. Mail Dog account managers are dedicated, experienced permission marketing pros that will jump through hoops of fire to ensure your success and help you ring the register.

### **"As faithful as Ole Yeller, Mail Dog delivers"**

Mail Dog is partnered with the industry's leading deliverability expert, Return Path, which coupled with our anti-spam policies and careful screening of accounts, delivers analytics, monitoring and tools to get your messages to the inbox where they belong.

### **"Best templates in the biz"**

We offer hundreds of newsletter, announcement, web page and sales bulletin templates, created by some of the country's top designers. No other company even comes close to the number, range and quality of Mail Dog's customizable templates.

### **"Top-notch design wizards and creative tools"**

Mail Dog's design wizards and creative tools comprise a veritable MacGyver tool box for right-brained people. Tweak colors, fonts, sizes, layouts, images and virtually any creative element of your HTML email communications and landing pages.

### **"The ultimate one-stop solution"**

The ability to create landing pages, web pages, opt-in tools, surveys and forms, all with unlimited image and document hosting gives marketers everything they need to conveniently and affordably craft every element of their permission marketing campaigns.

### **"Incredibly robust and revealing reporting"**

Mail Dog's recipient-level, real-time reporting monitors and reveals every aspect of your permission marketing campaigns. Delivery statistics, click-through analysis, recipient profiling and dozens of other metrics keep you in the know.

### **"First-class talent and creativity"**

If you're temporarily short-staffed and need another set of hands to help out, our Creative and Management Services Department will write, design, noodle, draw, dream up, brainstorm, calculate or code as needed. We're fast, affordable and quick on our feet.

### **"Simply amazing online and email video solution"**

Video is 72% more likely to drive sales decisions than any other marketing medium according to the Wharton School of Business. That's why we created the easiest, most affordable video solution exclusively for Mail Dog clients. Tune in, turn it on!

### **"First-rate solution, backed by first-rate people"**

Big or small, niche or mass-market, our primary concerns are your campaigns, reputation and success. Need marketing advice? Talk to us. Need a special service? Just ask. Need a custom feature? We'll build it. Think of us as your partner, not just another vendor.



**Mail Dog**  
The Online Marketer's Best Friend



Shout for a Quick Demo!

800-444-5588

[www.mail-dog.com](http://www.mail-dog.com)