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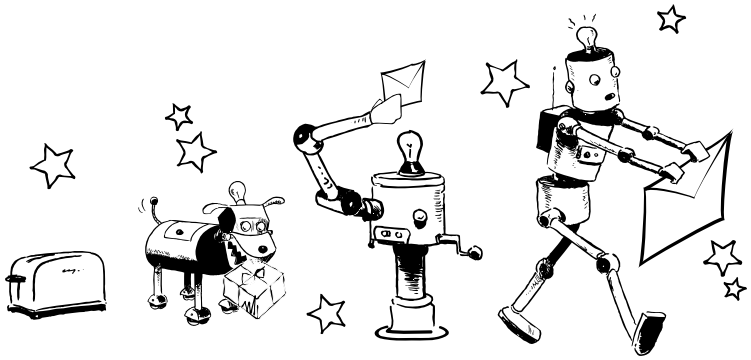
How to e-mail the entire world with one server.

Robomail by Inter7 is email marketing software for large volume, time critical, opt-in mailing lists. Robomail provides high demand delivery, bounce message parsing, and back end database list management to offer a powerful e-mailing tool that personalizes each e-mail for prompt delivery.

Inter7 has been known for providing efficient e-mail solutions for all sizes of companies and all kinds of uses. Now there is Robomail. Years of experience and knowledge go into the setup of each installation, and then the server(s) are customized for maximum performance. See the results! view status reports, e-mail verifier lists, see bounce reports, check log books, see history of documents, and much more.

Robomail appliances are not only preloaded with software, but also custom developed for even faster throughput.

Inter7 teaches industry standards for best practice email marketing.



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Robomail BP Standard

ENGINE High volume, mail management software for opt-in mailing lists

- personalizes each e-mail ("TO" field is addressed to recipient)
- optimization for simultaneous, multiple mailings
- throttle controls to send to maximum capacity
- local or remote list storage
- web interface tools: admin, statistics, graphs, history, and more
- sends from multiple IPs
- detailed real-time logging

WEB TOOLS Web interface administration for campaign and list management

- graphs
- current campaign status
- start new mailing
- show current schedule
- configuration parameters
- rot13 = "TO" address from outgoing e-mail lists is in 13 character rotation to track actual address of recipients that reply with mismatched "FROM" addresses

BOUNCE PROCESSING SMTP Bounce processing with deferral manager

- light SMTP server designed for efficiency
- collection for bounced and deferred messages
- load tolerant to prevent degradation in performance of outgoing messages
- parses e-mail for further management handling and pruning lists

CUSTOM SCRIPTING INTERACTION Command line programs

- command line programs to use for your own custom programming
- particularly useful for integrating with your current e-mail marketing solution

ANTI-SPAM Unsubscribe cgi included

- subscribe and unsubscribe cgi to support a true opt-in and out mailing list

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Robomail DLM Pro

DATABASE LIST MANAGER [CURRENTLY AVAILABLE WITH MYSQL]

Management and storage of lists with a database back end

- automated list management options
- schedule, edit, and cancel e-mail campaigns in real time
- additional real-time logging of campaign effectiveness
- custom variable substitution for personalization and unique sending
  - » personalize: use recipient's name in greeting
  - » target e-mail to consumer: content based on residence
  - » unique content: vary e-mail size depending on recipient

WEB TOOLS

More options for lists, addresses, and server configurations

e-mail campaigns

- new configuration parameters from campaign results such as false positive, hard bounces to recipient tracking details: send more, send less, unsubscribe, unique follow-up, etc.
- new more variables for recipient records can be chosen for personalization to improve effective marketing strategies.
- new more variables for rotation of text files: vary your marketing message with rotating From, Subject and body text.
- new run simultaneous campaigns
- schedule campaigns in advance
- generate view and click-through URLs
- show recipient details: view, click, and IP address

server options

- traffic graphs for both e-mail and web traffic
- modify thread count to send faster or slower
- change and rotate IPs used for sending
- set from domain names

Robomail DLM Enterprise

CENTRAL CONTROL PANEL

For management of multiple Robomail DLM Clone servers to send lists out on multiple servers

- web interface, single point of access for centralized control
- increase speeds up to hundreds of millions per hour
- multiple clusters of Robomail clone servers handling
- dynamic list sharing, multiple web portals, fault tolerant solution
- hardware independent – ask about appliances
- instant, collective results
- monitoring across entire Robomail clones
- security lockdown for enterprise control
- logical best route path synchronization

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Price List

The Total Cost of Ownership (TCO) is the breakdown of the price paid divided by messages sent. A typical scenerio is: the e-mail house charges you between $.25 and $.35 CPM (cost per thousand) to send your request to a fulfillment service, who charges the e-mail house around $.15 CPM to use their list and send the messages.

Alternatively, owning RoboMail costs roughly $.04 CPM at the start and can be expected to ultimately be as low as $.01 – $.005 CPM.

	SOFTWARE	HARDWARE
RM BP STANDARD	US$5,900.00	We will also supply a specially optimized box for RoboMail upon request. If you need a machine to run RoboMail, ask us about hardware pricing.
RM DLM PRO	US$9,900.00	
RM DLM PRO CLONE	US$7,900.00	
RM DLM ENTERPRISE	US$11,900.00	

ANNUAL LICENSE FEE & UPGRADE PROTECTION	**1 YEAR LICENSE SOFTWARE UPGRADE SUPPORT**
RM BP STANDARD	US$1,610.00
RM DLM PRO/CLONE	US$2,545.00
RM DLM ENTERPRISE	US$3,320.00

Need more than one server? Ask about our volume pricing discounts.

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Testimonials

"Hey Ken.. I just wanted to say Robomail is kicking some serious ass... we're at 4 million e-mails being sent daily now and from the looks of it, we'll be doing 9-12 million before long.. after which we'll be getting in contact to purchase another copy :)))) my boss is VERY pleased at the results."

"Wanted to thank you & Ken again for such a timely and excellent response to my old mail MTA crashing. Everyone here is happy, especially me (as I don't have to worry about this one crashing!)"

"Your sales don't surprise me. This is the fastest e-mailing program I have ever seen." -snip- "With this solution, I can increase my recipient lists and send out messages more often."

I am extraordinarily pleased with robomail! It beats our previous mailing software hands down. Not only does Robomail deliver what it promises, but you and your staff have been attentive, knowledgeable and a true pleasure to work with.

Let me congratulate your company on an outstanding product they have in Robomail. We have gone from using 8 servers doing less than 8 million emails per day to 1 server doing 10 million per day with a far higher penetration rate. We are now ready to acquire another copy of Robomail.

This is a small sample of the many thanks Inter7 has received for world-class qmail support and producing quality e-mail software.

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