

The Software Used by Over 5,000 Digital Agencies to Provide Email Marketing Services to Clients - Profitably

Interspire Email Marketer agency edition is your own branded email marketing solution. It increases revenue from existing clients, attracts new clients and gives you the tools to help them accomplish their email marketing goals in less time.

Benefits for You, the Digital Agency

- ✓ **No initial outlay.** For qualified agencies it's free to get started - you simply pay a low monthly fee per active user account, meaning we only get paid when you do.
- ✓ **No per email fees.** You decide how many emails your clients can send per month and can then bill them accordingly. You will never be charged any per email fees and you can easily set your own email limits for clients through the control panel or XML API.
- ✓ **Free trial accounts.** Offer an unlimited number of fully functional free trial accounts to your clients which can be upgraded to a regular account at any time. You only pay for regular accounts. It costs you nothing to offer free trial accounts.
- ✓ **Multi-tenant architecture.** Each user has their own lists, autoresponders, contacts, etc, as well as their own permissions (which you can configure) and email templates. One user can never see another user's data.
- ✓ **Set your own pricing and plans.** Create different pricing and plans to accommodate your clients. With the click of a mouse you can easily enable or disable specific features (such as autoresponders and triggers) for each client.
- ✓ **100% white label software.** It takes just 2 minutes to white label the software from the "Private Label Settings" page. Upload your own logo, add your own "powered by" text to the application and optionally at the bottom of all emails to send more clients your way. Even the built-in user guide and 500+ help articles are white labelled.
- ✓ **Unlimited priority support by phone and email.** Benefit from the best technical support in the industry. Interspire Email Marketer agency edition customers have access to their own priority technical support phone number and email address.
- ✓ **Free upgrades and new features.** Interspire Email Marketer agency edition customers enjoy free upgrades as they're released and are invited to beta test new releases before anyone else.

“

The first thing that strikes you about Interspire Email Marketer is that it's a bargain. Really. Prior to adding the first of many Interspire Email Marketer users, we had been using some of the hosted solutions with per email costs. The math was very easy.

The second standout of Interspire Email Marketer is that it is so easy to use. As a design company we like to focus on content rather than engineering, and for our clients that use Interspire Email Marketer, they like the control they have over lists, statistics, and email newsletters.

”

- Simon Darby, DarbyId.com

Here's Why Digital Agencies Love Interspire Email Marketer Agency Edition:

100% Private Label Software

Digital agencies and web designers with clients will be glad to know that it takes just a few minutes to private label every aspect of the software, including logo and "powered by" text.

Multiple User Accounts

Each user has its own lists, autoresponders, contacts, etc, as well as its own permissions which you can configure.

Email Speed Throttling

Limit email speed for each user. Impose limits on emails per hour, month and total number of emails able to be sent.

Restrict Number of Lists

You can impose a limit on how many contact lists a user can create or even stop them from being able to create new lists at all.

Integrated XML API

The powerful XML API can be used to add and remove contacts to/from a list, retrieve and update contact details, check if a contact is on a list and much more.

Scales Incredibly Well

The software can handle thousands of users sending millions of emails and autoresponders simultaneously thanks to an architecture planned from the ground up to support multiple users.

Per-User SMTP Settings

Optional per-user SMTP settings allow you to specify which mail server should be used to send their email campaigns. If no SMTP settings are specified the default mail server will be used.

Integration With SMTP.com

If you have multiple clients but don't have your own SMTP mail server then you'll appreciate our partnership with SMTP.com which gives you an affordable, fully managed mail server to use when sending your clients email campaigns.

Per-User Email Templates

You can create and upload custom email templates for each user and these templates will not be visible to other users when they login.

"My Account" Page

Your users can modify their own details including password and contact information.

Per-User Time Zone Support

Server times are converted to user's local time zone making it easy to workout dates and times when scheduling email campaigns.

Per-User Statistics

Each user has access to their own statistics area where they can view, print and export reports such as email opens, click tracing and more.

250 Page User Guide

The private label user guide comes in at 250 pages and explains all features found in the software. It also includes a comprehensive "Getting Started" guide which even the most non-technical clients can use to create, send and track their first email campaign.

500+ How To Guides

The "Help" link inside the software links straight to ViewKB.com - our private label knowledge base which contains over 500 how to guides and answers to common email marketing questions.

Control Scheduled Tasks

Browser-based support for managing the execution of scheduling tasks (such as autoresponders or bounce processing) means no fooling with the command-line.

Publish a System Message

Add a message to the home screen for all users (such as a "down for maintenance" message) from your web browser.

Interspire Email Marketer Agency Edition is Easy for Your Clients to Use

With an extreme focus on usability, Interspire Email Marketer agency edition is easy for your clients to use, as you can see below:

The screenshot shows the Interspire Email Marketer Agency Edition dashboard. The interface is clean and organized, with a navigation bar at the top containing links for Home, Templates, Forms, User Accounts, Settings, Tools, Logout, and Help. The main content area is divided into several sections:

- Recent Activity:** A horizontal bar at the top right showing a list of recently accessed email campaigns, including "Free iPod Contest", "20% off Holiday Prc", and "June Newsletter".
- Home:** A central section with a "Let's Get Started" message and a "manage lists" button.
- Recently Edited Campaigns:** A list of campaigns that have been recently edited, such as "July Newsletter" and "June Newsletter".
- Latest Stats:** A section displaying the "Email Campaign Summary Chart" for the "Free iPod Contest". The chart shows the following data:

Category	Percentage	Count
Opened	75%	3,728
Unopened	21%	1,067
Bounced	4%	207
- Recently Created Contact Lists:** A list of newly created contact lists, including "Website Leads" (16 contacts), "Trade Show Contacts" (0 contacts), "Business Associates" (100 contacts), and "Newsletter Subscribers" (2 contacts).

Callout boxes provide additional context:

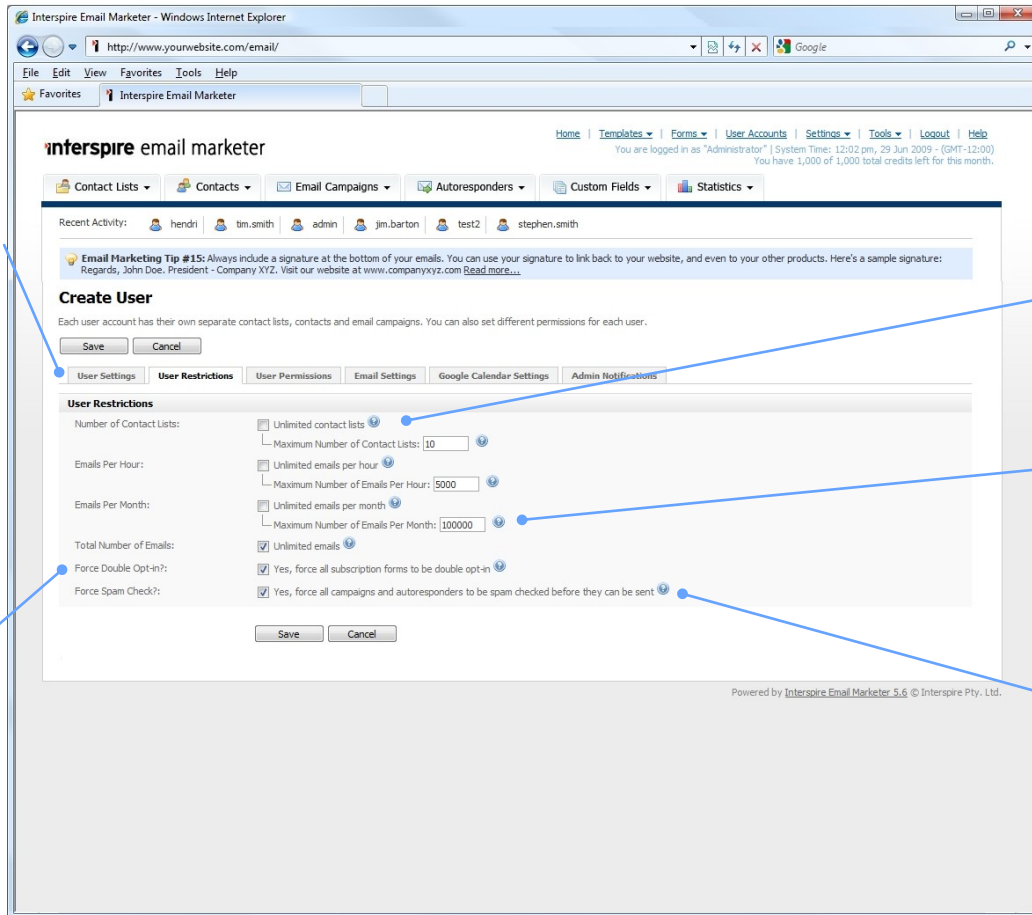
- Easy to understand drop down menus make navigating a breeze for your**: Points to the navigation bar.
- The dashboard provides one-click access to recent campaigns**: Points to the "Recent Activity" bar.
- The dashboard also provides one-click access to recently created contact lists**: Points to the "Recently Created Contact Lists" section.
- The "Recent Activity" bar shows a list of recently accessed email campaigns,**: Points to the "Recent Activity" bar.
- Your clients can see how their most recent campaign performed as soon as they've logged**: Points to the "Email Campaign Summary Chart".
- You can customize the "Powered by" footer text from the "Private Label Settings" page**: Points to the footer text "Powered by Interspire Email Marketer 5.6 © Interspire Pty. Ltd."

It's Easy to "Turn Off" Features and Change Email Settings for Each User

Each user has their own settings and permissions, which can be set from the control panel or via the XML API:

The handy tabbed interface makes it easy to switch between various user settings and preferences

You can force new subscribers to require double opt-in confirmation to keep your deliverability rate high and comply with CAN-SPAM laws



You can limit the number of contact lists a user can create if required

You can limit the number of emails per hour (throttling), per month or even total number of emails which can be sent for each user

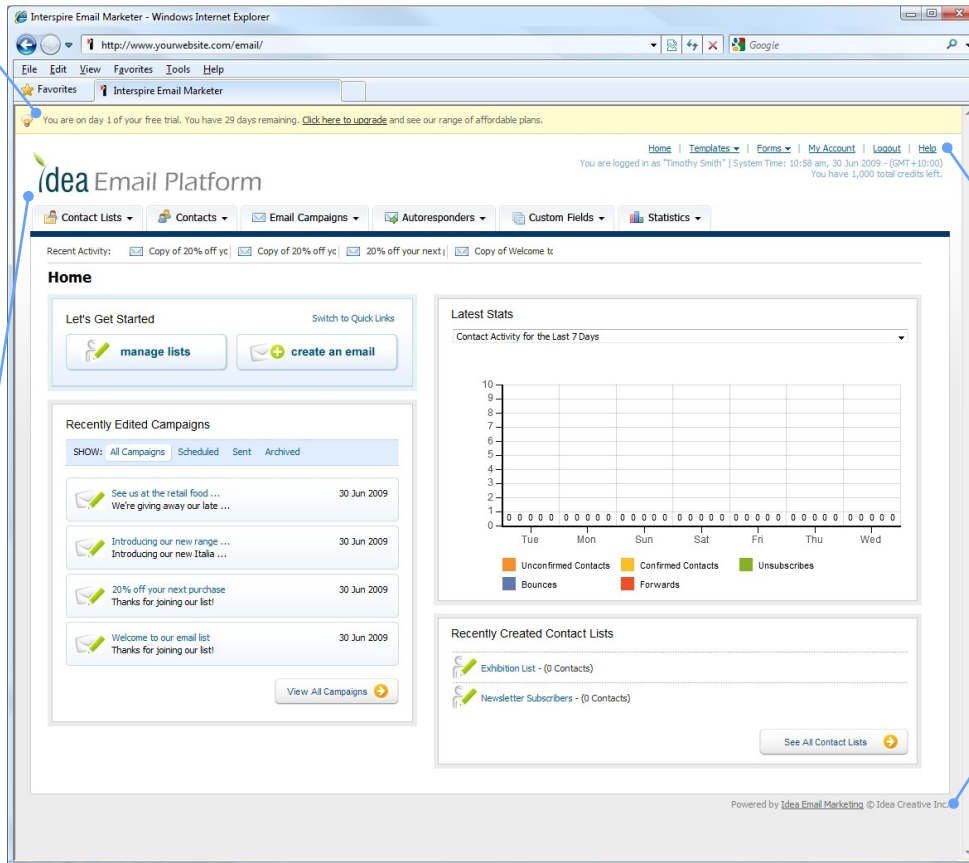
To improve deliverability you can force users to spam check their emails using the built in spam checker before sending

It Takes Just 2 Minutes to Rebranded the Control Panel

Here's how the control panel looks after it's been rebranded. Notice the new logo and footer text:

Here we can see the notice for free trial users has been customized to include a link back to the agency's website

This agency's logo appears at the top of every page in the control panel



All inline help is private label and makes no mention of Interspire

The footer text has also been customized - all from the control panel's "Private Label Settings" page

Increase Your Revenue and Delight Your Clients - Get Started Today

To find out more about Interspire Email Marketer agency edition or get started, please contact us today:

Phone - USA/Worldwide: 1800 939 5570

Phone - Australia: +612 9262 7770

Phone - United Kingdom: +44 844 357 3275

Email: agency@interspire.com