



# MAILCast

Dossier

Avda. de Madrid 18, 7º A  
C.P.: 36204  
Vigo - SPAIN  
Tel.: +34 902 876 475  
Fax: +34 902 946 058  
info@krasis.com

C/ Leganitos 35, 2º  
C.P.: 28013  
Madrid - SPAIN  
Tel.: +34 902 876 475  
Fax: +34 902 946 058  
info@krasis.com

Gainsborough House  
81 Oxford St  
London W1D 2EU  
United Kingdom  
Tel.: +44 (0) 20 7193 3615  
customers@krasis.com

[www.krasis.com](http://www.krasis.com)



## What is MAILCast?

MAILCast is a web based system that easily allows you to manage all the e-mail communications of your company.



With MAILCast you will be able to:

- Create professional-looking email communications.
- Get a better segmentation of your communications.
- Customize the content.
- Fast bulk sending
- Track your emails' effectiveness
- Stop worrying about bounced emails and saturating your server

## What can be MAILCast used for?

Our customers use MAILCast for:

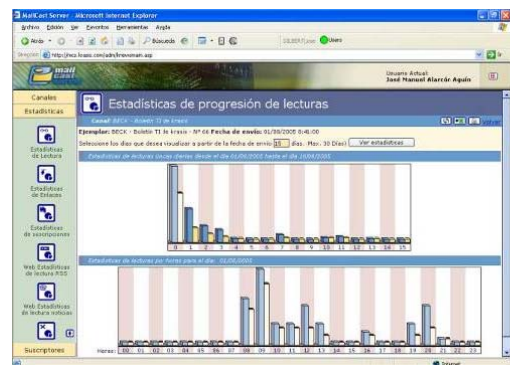
- Newsletters
- E-mail marketing
- Notification sending
- Special offers for customers
- Customized communications
- Electronic publications
- Internal bulletins



## MAILCast is the answer

When you send mail to your customers with MAILCast, our product will help you to find out the answer to the following questions:

- Has the email raised interest?





- Which products have raised more interest and to whom?
- How does my current e-mailing compare to the previous ones?
- Are our recipients interested in our product so that they go to our Website and get more information?
- Is there any relationship between our newsletter sending date and the recipients' subscriptions and unsubscriptions peaks.
- How do competitors react to our announcements?
- Do the recipients open the email later?

## MAILCast - Features

Below you can find a list of the main MAILCast:

MAIN FEATURES	
<b>Web based</b>	<ul style="list-style-type: none"> <li>· Users don't to install any software to be able to use MAILCast. They just need a web browser (Internet Explorer recommended) to access it from anywhere in the world.</li> </ul>
<b>Multi-language</b>	<ul style="list-style-type: none"> <li>· Available in several languages (Spanish, English...) and able to work simultaneously in all of them.</li> <li>· User interface automatically adapted to the language of the user.</li> </ul>
<b>Fast Implementation</b>	<ul style="list-style-type: none"> <li>· No installation needed.</li> <li>· Software as a Service (SaaS).</li> </ul>
<b>Law</b>	<ul style="list-style-type: none"> <li>· MAILCast has been conceived to help you follow the Law and best practices.</li> <li>· Meets all the requirements needed to help you to fulfill a wide range of personal data protection and antispam legislations in the world: EC Directive, CAN-SPAM Act, LOPD , LSSI, and so on.</li> </ul>
<b>Channels</b>	<ul style="list-style-type: none"> <li>· Channels are the best way to group similar mailings in MAILCast.</li> <li>· You can order as many channels as you need.</li> </ul>



	<ul style="list-style-type: none"> <li>· Each channel can manage recipients in several ways:                             <ul style="list-style-type: none"> <li>- Managed by MAILCast</li> <li>- Uploaded from an Access or Excel file (used straight from the file, not need to import data).</li> <li>- Integrated in real-time with any external system such as CRM, ERP....</li> </ul> </li> </ul>
<b>Pay per email</b>	<ul style="list-style-type: none"> <li>· Pay Per Use (PPU) mode software.</li> <li>· Just pay for the emails sent.</li> </ul>
<b>CONTENT MANAGEMENT</b>	
<b>Content management</b>	<ul style="list-style-type: none"> <li>· Create your contents with MAILCast or with your favourite desktop html editor and upload it later.</li> </ul>
<b>Integrated WYSIWYG html editor</b>	<ul style="list-style-type: none"> <li>· MAILCast has a built in wysiwyg html editor that will help you to create your e-mail.</li> <li>· No advanced computer skills are needed.</li> </ul>
<b>Picture publishing</b>	<ul style="list-style-type: none"> <li>· MAILCast allows you to publish pictures.</li> </ul>
<b>One-click ZIP Publishing</b>	<ul style="list-style-type: none"> <li>· Create your e-mail in your computer and zip in one file the html, styles, pictures... Upload it in one click and it will be ready to send.</li> <li>· You will also be able to edit the email in MAILCast after uploading it.</li> </ul>
<b>Mobile version</b>	<ul style="list-style-type: none"> <li>· You can specify a different version for emails read from mobile devices.</li> <li>· If no mobile-version is specified, MAILCast will generate an automated one for you using your HTML e-mail.</li> </ul>
<b>Content creation by “chunks”</b>	<ul style="list-style-type: none"> <li>· When creating a newsletter, you can write news and articles “in pieces” and save them for later reuse.</li> <li>· When you are ready to send, MailCast will join the news and</li> </ul>



	<p>articles in a unique and consistent look &amp; feel.</p> <ul style="list-style-type: none"> <li>· You can reuse this pieces for RSS exporting.</li> </ul>
<b>Automated layout</b>	<ul style="list-style-type: none"> <li>· When you need to send a newsletter, MAILCast automatically deals with the e-mail body layout according to the selected template.</li> <li>· This feature allows you to save a lot of time, making it possible to add news, articles, product specifications, etc, one piece a time, without the concern of joining all the parts by hand.</li> <li>· Moreover, it will ensure you a consistent look &amp; feel in all communications.</li> </ul>
<b>Templates</b>	<ul style="list-style-type: none"> <li>· For the automated layout, MAILCast offers several templates ready to be used.</li> <li>· You can create your own templates in an easy way.</li> <li>· Each channel uses its own layout template.</li> <li>· When a template is assigned to a channel, all the communications (old and new) acquire the new look &amp; feel.</li> <li>· Our templates are optimized for a good presentation in several desktop email software and web mails.</li> </ul>
<b>Customize the content</b>	<ul style="list-style-type: none"> <li>· Contents can be customized based in any data you own about your recipients: name, sign up date, sales records, etc.</li> <li>· You can even personalize the sender name and e-mail for each recipient.</li> </ul>
<b>Customize the subject</b>	<ul style="list-style-type: none"> <li>· The subject is one of the most important things to keep in mind when creating a mailing.</li> <li>· MAILCast lets you customizing the subject with any data from your recipient's database, increasing the CTR (Click Through Rate).</li> </ul>
<b>Content Index</b>	<ul style="list-style-type: none"> <li>· Automatic index generation.</li> <li>· If you create news and articles separately, MAILCast can generate automatically an index to place anywhere inside the template and provide an internal shortcut to each article.</li> </ul>



<p><b>Collaboration</b></p>	<ul style="list-style-type: none"> <li>· Many people can contribute, working in the same project/contents, regardless of whether they are located.</li> <li>· Role management and control to know who modified each fragment and when.</li> </ul>
<p>SENDING EMAIL</p>	
<p><b>Bulk sending from MAILCast</b></p>	<ul style="list-style-type: none"> <li>· Our mailing engine will allow you to raise high speed, sending tens of thousands of mails by hour.</li> <li>· You won't saturate your mail servers or Internet connection.</li> <li>· If desired, you may delegate the campaign that you send to your own server under special circumstances.</li> </ul>
<p><b>Send by hand or schedule it</b></p>	<ul style="list-style-type: none"> <li>· You will be able to send your emails immediately.</li> <li>· If you prefer, you can schedule it for a fixed date and time, and MAILCast take care of it.</li> </ul>
<p><b>Segmentation and filtering</b></p>	<ul style="list-style-type: none"> <li>· Before sending, MAILCast allows you to decide the criteria for segmenting the recipients in the channel's database. So, you can send emails by province, by age, etc.</li> </ul>
<p><b>From any sender</b></p>	<ul style="list-style-type: none"> <li>· You can send your mails using any sender or email account.</li> <li>· You don't need to tell us your keys or private data. Just choose the sender.</li> </ul>
<p><b>Customized sender</b></p>	<ul style="list-style-type: none"> <li>· The MAILCast customizing characteristics allows you to have a different sender for each recipient.</li> <li>· Use this characteristic so that the recipients receive the email as it was sent by their commercial representative, salesman or similar.</li> </ul>
<p><b>Anti-spam</b></p>	<ul style="list-style-type: none"> <li>· MAILCast implements technology in order to avoid your emails being considered as spam.</li> </ul>



<p><b>Sending progress</b></p>	<ul style="list-style-type: none"> <li>· MAILCast reports in real time about the campaign status, showing the percentage sent.</li> <li>· You can cancel, pause and resume your campaign in any moment.</li> </ul>
<p><b>Test emails</b></p>	<ul style="list-style-type: none"> <li>· Before sending a massive campaign, you have the chance of send test emails to one or more testing recipients, in order to be approved.</li> <li>· If you have customized content you can specify any testing value to see the final result.</li> <li>· MAILCast will select random data from the database in order to have sample testing data ready to use.</li> </ul>
<p><b>Double sending</b></p>	<ul style="list-style-type: none"> <li>· MAILCast prevents double-sending to the same e-mail address. This avoids you to send more than once to the same recipient in a single mailing, if her address is several times in the database..</li> </ul>
<p><b>Bounce handling</b></p>	<ul style="list-style-type: none"> <li>· MAILCast handles bounces automatically and classifies them regarding the bouncing reason.</li> <li>· You will know if they have bounced because an inexistent address, because the mailbox was full, because your mail was considered spam, and so on...</li> </ul>
<p><b>Sending quota</b></p>	<ul style="list-style-type: none"> <li>· You can ask us for sending quotas for each channel, so that your employees or departments will not exceed the monthly limit you choose. This way you can control the usage of the product and your costs.</li> </ul>
<p><b>STATS</b></p>	
<p><b>Reading stats</b></p>	<ul style="list-style-type: none"> <li>· Information about the Reading your e-mail had.</li> <li>· Open rates. Get details by recipient.</li> <li>· Compare two or more mailings for benchmarking.</li> <li>· Export your data to Excel for further analysis and reporting.</li> <li>· Maximum level of detail.</li> </ul>



<p><b>Timeline progress</b></p>	<ul style="list-style-type: none"> <li>· A graph that shows the behavior of your recipients depending on time.</li> <li>· You can analyze the average valid time for a communication.</li> <li>· Know if your recipients come back to your contents after a period of time.</li> <li>· Allows you to analyze what are the better days and hours in order to run your communications.</li> </ul>
<p><b>Click stats</b></p>	<ul style="list-style-type: none"> <li>· Get extensive information about what links your recipients click on.</li> <li>· MAILCast can track links pointing to any URL (yours or external). You don't need to configure or do anything in order to get link tracking.</li> <li>· Calculates the click through rate, for the whole e-mail or just for each link.</li> <li>· You can compare two or more emailings for benchmarking.</li> <li>· Export your data to Excel for further analysis and reporting.</li> <li>· Maximum level of detail.</li> </ul>
<p><b>Bounced stats</b></p>	<ul style="list-style-type: none"> <li>· Determine the reasons that made your e-mail bounce back.</li> <li>· It will identify tens of different reasons.</li> <li>· You'll get a graph representing the bounce reasons on each emailing.</li> <li>· Export to Excel in order to depurate your recipients' database, and get rid of the invalid addresses.</li> </ul>
<p><b>Subscriptions stats</b></p>	<ul style="list-style-type: none"> <li>· In MAILCast managed channels you will know the subscription/unsubscription progression for any period.</li> <li>· Determine the pending subscriptions (double opt-in not confirmed), and re-send the confirmation e-mail to them automatically.</li> </ul>
<p><b>RSS stats</b></p>	<ul style="list-style-type: none"> <li>· MAILCast allows you to get stats about RSS usage of your contents (see "integration" below)</li> <li>· Number of reads by date and period</li> <li>· Stats by IP address that consume the RSS feeds.</li> </ul>



<p><b>News reading stats</b></p>	<ul style="list-style-type: none"> <li>· So that you will know the interest that any single news or article published by RSS or in your Web raises in your readers.</li> <li>· Reading stats grouped by IP address.</li> <li>· Information about the referrer that led to your news, so that you'll know who links to you, and what searches sent you traffic.</li> </ul>
<p><b>INTEGRATION</b></p>	
<p><b>RSS feed generation</b></p>	<ul style="list-style-type: none"> <li>· Every single fragment (articles, news...) you write can be exported in a RSS feed. People can subscribe or you can consume this information from any RSS-enabled webpage.</li> <li>· RSS allows you to easily incorporate information to your webpage, intranet or RSS reader.</li> <li>· You can enable RSS consumption only from one or more IP address you allow.</li> <li>· A nice feature is that you can include banners or any other content that will only be shown when your content is consumed by RSS, but not later in e-mailings.</li> </ul>
<p><b>Subscriptions/Unsubscriptions integration</b></p>	<ul style="list-style-type: none"> <li>· Easy integration with your webpage in order to get new subscribers or allow people to unsubscribe to your communications.</li> <li>· Full customization of the subscription and unsubscription procedures. You can enable "double opt-in", and define every single message sent to the subscribers.</li> <li>· Automatic re-sending of the last issue to new subscribers.</li> </ul>
<p><b>News and Issues integration</b></p>	<ul style="list-style-type: none"> <li>· Easily integrate your fragments (news/articles) and your full issues in your webpage, portal or intranet.</li> <li>· Use your own colors and CSS styles.</li> <li>· Automatic search of contents for your users.</li> <li>· Publish/unpublish with a single click.</li> </ul>
<p><b>External datasources integration</b></p>	<ul style="list-style-type: none"> <li>· If you have a CRM, an ERP platform, HR application or any other system that have data about your recipients we can integrate MAILCast with it.</li> <li>· No need to copy or duplicate data. Use it directly from the source.</li> </ul>



	<ul style="list-style-type: none"> <li>· You can use this data for sending, filtering, customization, etc..</li> <li>· preliminar analysis of your data will be required by Krasis in order to do the integration..</li> </ul>
<p><b>COLLABORATION AND SECURITY</b></p>	
<p><b>Profiles and users</b></p>	<ul style="list-style-type: none"> <li>· MAILCast provides advanced security that allows you to decide the exact Access level you want to grant to your users, and what they can do with the tool</li> </ul>
<p><b>Task separation</b></p>	<ul style="list-style-type: none"> <li>· If you want, you can split tasks between your users or company departments that are involved in emailing development.</li> <li>· Choose who can edit contents, who can layout and send, get stats...</li> </ul>

Get further information, case studies, video demonstrations and a full month of free usage at [www.mailcastserver.com](http://www.mailcastserver.com).

