

Email Design Features
Email Templates
Upload or Import Content
Design Once, Please Many
Easily Upload Images
Easy WYSIWYG Editing
Popup and Inbox Previews
Use Your Existing Template
Email Personalization
Advanced HTML Editing
RSS Archive of Sent Emails
Anchor and Hyper Links

Email Campaign Features
Easy, Automatic Unsubscribes
Campaign Optimization Tips
Upload & Send Attachments
Embed Images As Attachments
Free, Built-In Spam Checking
Forward to a Friend Link
No Duplicate Emails - Ever
Send Now or Later
Send to Multiple Lists at Once
Dynamic Content Blocks
Automatic Inbox Preview
HTML, Text or Both (Multipart)
CAPTCHA Form Support
Pause & Resume Sending

Autoresponder Features
Create Multiple Autoresponders
Filter the Recipient List
HTML, Text or Both (Multipart)
Open/Link/Unsubscribe Reporting

Advanced Email Marketing Features
Split Testing
Triggers
Automatic Event Logging
Surveys & Feedback Forms
Manual Event Logging
Google Calendar Integration

Statistics & Reporting
Email Open Reporting
Link Click Tracking
Google Analytics Integration
Email Bounce Tracking
Unsubscribe Reporting
Forward to a Friend

Contact Management Features

Full List Management

Add or Import Contacts

Website Signup Forms

Unlimited Custom Fields

Create Multiple Contact Lists

Modify Subscription Details

Bulk Remove Contacts

Powerful List Segmentation

Customizable Contact Views

CAN-Spam Compliance Features

One Click Unsubscribes

Automatic Bounce Handling

Contact Details in Footer

"Do Not Mail" List

Double Opt-In Confirmation