Netpreneur's AdMarketing List

email marketing
products guide

netpreneur.org℠

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>> introduction: about the guide

Of all the tools and techniques available to the online marketer, direct email stands out above the rest because it delivers the most quantifiably effective results. The *DoubleClick 2001 Consumer Email Study* released in October of 2001 found that, in the past year, 82% of consumers have made a purchase as a result of clicking on a permission-based email, and that fully 70% of online users planned to use email to assist with their holiday shopping that year. The study concludes that, "It is clear that permission-based email is becoming essential to establishing customer loyalty and increasing customer lifetime value."

why an email products guide?

Email marketing is now an essential part of almost every marketing campaign, but there are many different categories of solutions—from do-it-yourself products to full-service agencies—and many different vendors within each category. This guide was compiled to assist the members of Netpreneur's AdMarketing List and others with identifying the right types of solutions for their needs and the major vendors in each arena. Netpreneur's AdMarketing List is an email-based discussion group with over a thousand members from around the globe, including online advertising and marketing experts, professionals, and newcomers.

With so much recent turnover in the industry due to mergers, acquisitions, and company closures, it has never been more difficult to keep tabs on products, services, and vendors in the email marketing arena. Moreover, since many of the online publications are no longer updating their vendor lists, the Netpreneur team worked closely with members of the AdMarketing List to compile the *Guide* and help fill the void.

how to use this guide

The *Netpreneur's AdMarketing List Email Marketing Products Guide* is intended to serve as an unbiased directory to the more prominent email marketing solutions in today's market. Products and services are listed alphabetically within categories. The listings include brief descriptions, offered without commentary or review, along with available contact information. Since products are constantly being released, updated,

and improved, you should check the company website or contact a representative to learn the latest features of a product.

One of the great challenges in putting together a solutions guide in the Internet industry is wrestling with categorization. Products often resist vertical market definitions, leading to the need for flexible classifications and sometimes including a company in more than one category. The categories and category placements used here are for organizational purposes and are not offered as the final word in mapping such a highly fluid industry. We hope that it gives you enough information to get started and begin contacting vendors as you develop your email marketing campaigns.

scope of the guide

It would be too daunting a task to capture all of the global companies associated with every aspect of email marketing. Instead, we chose to narrow the focus to major vendors with offerings in two specific areas: *Email Products* and *Email List Services.* Companies in the guide were either submitted through Netpreneur's AdMarketing List or identified through our own research.

Section 1, *Products*, includes companies with products and services that assist in developing and delivering email messages. The products in this section facilitate the direct email marketing process, from developing an email database to formatting and sending the email message.

Section 2, *Email List Marketing Services*, focuses on the lists themselves, from full service hosting solutions to brokers and advertising networks.

additional resources

Even after you know the category of solution you need, selecting the right vendor can be a difficult task. Marketers needs to be comfortable with issues and vocabulary related to technology, marketing, support, and more. The Appendix to this *Guide* contains a collection of questions for you to ask regardless of the type of solution you choose, along with guidance for assessing vendors' answers. They will help you understand important issues that you may not have considered.

In addition, there are other sources available on the Internet for guidance on product and service. Some that you might want to visit include:

>> Gammadyne Email Automation Utility Comparison, a table that compares the major features of popular email utilities.

>> [Wilson Web](#), a listing of websites where targeted lists can be purchased.

>> [Digitrends](#), a chart that allows you to compare and contrast features of email providers.

>> [Iconocast](#), a matrix of vendors and email marketing approaches.

There are also many email marketing resource pages available on the Internet that can help as you learn about the business of email marketing. Some of the best are the [Internet.com Ad Resource List](#), which offers resources you'll need as you plan and start email marketing campaigns, and [Email911Resources](#), an email marketing page that includes online and offline pointers.

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>> section one: email marketing products

introduction

This section of the *Guide* covers vendors who provide products for the development and delivery of email marketing messages. There are four categories covered in this section:

application service providers (ASP)/service bureaus

This category represents solutions that are available on a subscription basis and are accessed through a Web-based program. It extends from no frills ASP solutions where the client controls the entire campaign, to high-end service bureaus that execute and handle a campaign's administrative functions as well as tracking the delivery and outcomes. An ASP solution offers the client the ability to run the email program through a Web-based application where the vendor hosts most, if not all, of the process on their infrastructure.

do-it-yourself solutions

These options are designed for the small business on a budget, including ASP, shareware, and inexpensive licensed software. The software products in this grouping are over-the-counter and desktop ready, with a price point usually under US$300.

full service providers

These companies can handle every aspect of an email campaign for the client, from developing the strategy to producing the creative, executing the campaign, and reporting on the outcomes. Full service providers can also manage partners and integrate email into other marketing programs. They often come from advertising and direct marketing agencies or can be dedicated email marketing firms.

licensed software solutions

This category combines software solutions that a company licenses to use on its own internal systems. It offers the greatest control since the client is responsible for operating and maintaining the entire infrastructure, including servers, lists, and messages. Larger companies that already have the necessary hardware, infrastructure, and IT support on hand most often use these options to execute a campaign completely in-house.

>> table one: product category advantages & disadvantages

Note that some companies offer a slate of products that fit into more than one category. Company listings follow the table, or click on a category name to go to the company listings in that category.

Category	Advantages	Disadvantages	Products
Application Service Provider (ASP)/Service Bureaus	- Requires no in-house hardware or software beyond a browser to use Web-base control. - Can launch campaigns quickly.	- Need in-house marketing expertise to develop campaigns. - Additional service costs.	Accucast Accelerator, Britemoon 2.0, BulletPass.com, Cheetah Mail, ClickAction EMA, Coravue ASP Email, Critical Path Communications Platform, e2Mail Center, DoubleClick DARTmail, e-centives, eList eXpress, EmailFactory, Experian, Mail Chimp, MailerMailer, MessageREACH, PMG Solution, ReplyBroadCast, Responsys Interact, Topica Email Publisher, TopikMail, UnityMail Express, USA.NET
Do-It-Yourself Solutions	- Inexpensive.	- Limited in service, scope and scalability.	Broadc@st Business Edition, Campaigner, Constant Contact, DirectMail, EmailUnlimited 3.0, Extractor Pro V.8, Gammadyne Mailer, Listbuilder, MailKing, MailerMailer, Majordomo, Opt-In Pro
Full Service Solutions	- Requires no in-house hardware, software or staffing needs. - Receive high level of customer service from seasoned marketer.	- High cost.	Digital Impact, e-Dialog, eMessaging System, Inbox Interactive, Inc., iPost, NetPlus Marketing, Whitehat
Licensed Software Solutions	- Full control of every aspect of a campaign. - Can scale as needed.	- Need in-house hardware, software and IT staff. - Need in-house marketing expertise to develop and manage campaigns.	Annuncio Live, Accucast Enterprise, BoldFish ES, Broadc@st, EmailFactory, Group Mail, ListManager, LISTSERV, MarketFirst 3.0, PostCast, UnityMail 5.1, Xert SF 2.0

>> product listings: ASPs/service bureaus

Product: Accucast Accelerator **Company:** Socketware
Address: 1776 Peachtree Street N.W., Suite 500 South, Atlanta, GA 30309
Phone: 404-815-1998 **Fax:** 404-815-1993
URL: http://www.accucast.com/frameset.html?prod&index.html
Email: sales@socketware.com
Description: Accucast Accelerator provides customization features that allow a company to send email messages that resemble Web pages and deliver personalized content.

Product: Britemoon 2.0 **Company:** Britemoon
Address: 184 Pleasant Valley Street, Suite 1-202, Methuen, MA 01844
Phone: 978-738-9600 **Fax:** 781-658-2321
URL: http://britemoon.com **Email:** info@britemoon.com
Description: Britemoon is a self-service email marketing solution built for small to mid-size businesses and used to target prospects, customize offers, personalize messages, execute campaigns, track and analyze results, and generate reports in real time.

Product: BulletPass.com **Company:** E-Base Interactive
Address: 41 Chenango Street, 2nd Floor, Binghamton, NY 13901
Phone: 877-306-8474 **Fax:** 877-306-8477
URL: http://www.bulletpass.com **Email:** info@ebaseinteractive.com
Description: BulletPass's database driven Web-based tool manages several lists at one time and is a service that simplifies the process of building, maintaining, and communicating with customers.

Product: Cheetah Mail **Company:** Cheetah Mail
Address: 29 Broadway, 30th Floor, New York, NY 10006
Phone: 212-809-0825 **Fax:** 212-809-6378
URL: http://cheetamail.com **Email:** info@cheetamail.com
Description: CheetahMail offers a suite of Web-based products for managing a database, sending out direct email, and keeping track of customers. The company provides an account manager to handle all aspects of the campaign.

Product: ClickAction EMA **Company:** ClickAction
Address: 2197 East Bayshore Road, Palo Alto, CA 94303
Phone: 650-473-3600 **Fax:** 650-325-0873
URL: http://www.clickaction.com **Email:** info@ClickAction.com
Description: ClickAction EMA integrates an outbound and inbound messaging system with rules-based segmentation, real-time tracking, and reporting in a Web-based enviorment.

Product: Coravue ASP Email   **Company:** Coravue
Address: 12240 Venice Boulevard, Suite 25, Los Angeles, CA 90066
Phone: 310-391-6755
URL: http://www.coravue.com   **Email:** sales@coravue.com
Description: The Coravue ASP Email process sends out an email newsletter followed by a direct marketing (email) campaign. The process creates sales leads for business-to-business marketers.

Product: Critical Path Communications Platfom   **Company:** Critical Path
Address: 320 First Street, San Francisco, CA 94105
Phone: 415-808-8800   **Fax:** 415-808-8777
URL: http://www.cp.net   **Email:** info@cp.net
Description: The Critical Path Communications Platform offers three email and messaging solutions: Access Services, Messaging Services and Identity Management Services.

Product: DoubleClick DARTmail   **Company:** DoubleClick
Address: 450 West 33rd Street, New York, NY 10001
Phone: 866-459-7606
URL: http://www.doubleclick.net/dartmail   **Email:** dartmail@doubleclick.net
Description: DoubleClick's DARTmail provides consent-based email technology solutions from data segmentation, personalization, and high-volume deployment to tracking and analysis. Direct mail and ad-serving services are also offered.

Product: e2Mail Center   **Company:** e2 Communications
Address: 6404 International Parkway, Suite 1200, Plano, TX 75093
Phone: 972-931-7000   **Fax:** 972-931-8883
URL: http://e2communications.com   **Email:** Info@e2Communications.com
Description: The e2Mail Center service provides a hosted platform that captures data, manages fulfillment, and provides analysis and reporting.

Product: e-centives   **Company:** e-centives, Inc.
Address: 6901 Rockledge Drive, 7th Floor, Bethesda, MD 20817
Phone: 877-323-6848   **Fax:** 240-333-6250
URL: http://www.e-centives.com/corp/outsourced.html
Email: info@e-centives.com
Description: e-centives offers an outsourced solution that collects data from different sources and consolidates it into one database. Services include list and data management, targeting and personalization, campaign testing, and real-time reporting.

Product: eList eXpress   **Company:** eList eXpress
Address: 607 Trixsam Road, Sykesville, MD 21784
Phone: 410-549-4619   **Fax:** 410-795-7978
URL: http://www.elistx.com   **Email:** info@elistx.com
Description: Elist Express is an email service provider that offers list management, personal email forwarding, and email relaying.

Product: EmailFactory   **Company:** EmailFactory
Address: 1901 North Moore Street, Suite 1100, Arlington, VA 22209
Phone: 703-387-5000 ext. 11
URL: http://www.emailfactory.com   **Email:** info@emailfactory.com
Description: EmailFactory provides tools for list creation and management, campaign management, viral marketing, and contest management.

Product: Experian   **Company:** Experian
Address: 505 City Parkway West, Orange, CA 92868
Phone: 714-385-7000
URL: http://www.experian.com/experian_us.html   **Email:** info@experian.com
Description: Experian provides solutions for delivering targeted and permission-based emails to customers and prospects through its Web-based data center.

Product: Mail Chimp   **Company:** The Rocket Science Group
Address: 210 Interstate North Parkway, Suite 700, Atlanta, GA 30339
Phone: 770-980-6698   **Fax:** 770-952-4518
URL: http://www.mailchimp.com   **Email:** info@mailchimp.com
Description: The Mail Chimp service handles the delivery, tracking, and reporting of email campaigns.

Product: MailerMailer   **Company:** MailerMailer
Address: 9700 Great Seneca Highway, Rockville, MD 20850
Phone: 240-453-8499   **Fax:** 240-453-6208
URL: http://www.mailermailer.com   **Email:** info@mailermailer.com
Description: MailerMailer provides a Web-based email list management and hosting service for creating and tracking opt-in text, HTML newsletters, and email marketing campaigns.

Product: MessageREACH   **Company:** Xpedite
Address: 100 Tormee Drive, Tinton Falls, NJ 07712
Phone: 800-546-1541   **Fax:** 800-989-5154
URL: http://www.messagereach.com   **Email:** listchanges@xpedite.com
Description: MessageREACH is a Web-based solution for high volume email distribution offering personalization, logo overlays, and graphical enhancements. Messages can be sent with multiple attachments and trackable URL links.

Product: PMG Solution   **Company:** MindShareDesign
Address: 44 Montgomery Street, Suite 1600, San Francisco, CA 94104
Phone: 415-983-0990   **Fax:** 415-445-9999
URL: http://www.mindsharedesign.com **Email:** sales@mindsharedesign.com
Description: The PMG service offers outbound email management and gives the customer control and ownership of list database and advertising space.

Product: ReplyBroadCast **Company:** ReplyNet
Address: 2110 Washington Boulevard, Suite 200, Arlington, VA 22204
Phone: 703-769-4512 **Fax:** 520-395-8108
URL: http://www.reply.net/replybroad.html **Email:** tryan@replynet.com
Description: ReplyBroadcast manages large list hosting databases and allows customers to automatically update email address lists and expirations.

Product: Responsys Interact **Company:** Responsys
Address: 2225 E. Bayshore Road, Suite 100, Palo Alto, CA 94303
Phone: 650-858-7400 **Fax:** 650-858-7401
URL: http://www.responsys.com **Email:** info@responsys.com
Description: The Responsys Interact Platform includes an open architecture, one-click response tool with personalization features as well as an email opt-in list service.

Product: Topica Email Publisher **Company:** Topica
Address: 620 Folsom Street, Suite 300, San Francisco, CA 94107
Phone: 415-344-0800
URL: http://www.topica.com/tep **Email:** info@get.topica.com
Description: Topica Email Publisher is a self-service, Web-based platform that provides scheduled mailings, targeted messages, automatic subscriber management, and demographic data collection.

Product: TopikMail **Company:** Topik Solutions, Inc.
Address: 12 Elliewood Avenue, Charlottesville, VA 22903
Phone: 434-817-6320 **Fax:** 434-296-2064
URL: http://www.topiksolutions.com **Email:** sales@topiksolutions.com
Description: TopikMail provides the tools for creating and publishing customized newsletters that are based on subscriber preferences.

Product: UnityMail Express **Company:** MessageMedia
Address: 5030 Bradford Drive, Suite 215, Huntsville, AL 35805
Phone: 888-999-1420
URL: http://www.messagemedia.com/solutions/unitymail/index.shtml
Email: info@messagemedia.com
Description: UnityMail Express provides a content database that enables users to target mailing lists by user-defined characteristics.

Product: USA.NET **Company:** USA.NET
Address: 1155 Kelly Johnson Boulevard, Colorado Springs, CO 80920
Phone: 719-265-2930 **Fax:** 719-265-2922
URL: http://www.usa.net **Email:** globalsales@corp.usa.net
Description: USA.NET offers a complete suite of outsourced messaging solutions for the business-to-business market.

>> product listings: do-it-yourself solutions

Product: Broadc@st Business Edition   **Company:** MailWorkZ
Address: 1600 Bedford Hwy, Suite 440, Bedford, Nova Scotia, Canada B4A IE8
Phone: 902-835-8974   **Fax:** 902-835-8976
URL: http://www.mailworkz.com   **Email:** sales@mailworkz.com
Description: Broadc@st Business Edition is software for creating and sending email messages personally and individually to multiple lists. The Business Edition has the same functionality as other editions of Broadcast with the limit being only the list size.

Product: Campaigner   **Company:** GotMarketing
Address: 51 East Campbell Avenue, Suite 160L, Campbell CA 95008
Phone: 408-741-4944   **Fax:** 408-741-4988
URL: http://www.gotmarketing.com   **Email:** sales@gotmarketing.com
Description: Campaigner is a suite of software tools that offers step-by-step wizards and a free list-building tool.

Product: Constant Contact   **Company:** Roving Software
Address: 117 Kendrick Street, Suite 400, Needham, MA 02494
Phone: 781-444-6160   **Fax:** 781-444-6155
URL: http://roving.com   **Email:** info@roving.com
Description: Software designed for the small business and helps reach visitors and customers with targeted email campaigns based on user interest.

Product: DirectMail   **Company:** Earthonline
Address: 7981 168th Avenue, NE Building 4, Redmond, WA 98052
Phone: 425-865-9000   **Fax:** 425-865-9100
URL: http://www.earthonline.com   **Email:** sales@earthonline.com
Description: Earthonline DirectMail is designed for the small business customer on a budget and includes features such as a special message editor, the ability to verify emails it sends, and reducing undeliverable emails.

Product: EmailUnlimited 3.0   **Company:** 4OfficeAutomation, Inc.
Address: 1802 N. Carson Street, Suite 212-2190, Carson City, NV 89701
Phone: 530-658-8419   **Fax:** 530-504-8769
URL: http://www.4officeautomation.com **Email:** info@officeautomation.com
Description: EmailUnlimited 3.0 off-the-shelf desktop software comes in a Standard and Gold Edition. The Standard Edition comes with an HTML email editor. The Gold Edition compensates for ISP limitations on the number of email addresses to which a broadcast can be sent.

Product: Extractor Pro V.8   **Company:** Extractor Pro
Address: 11939 Manchesester Road #198, St. Louis, MO 63131
Phone: 314-835-1510
URL: http://www.extractorpro.com   **Email:** sales@extractorpro.com
Description: Extractor Pro is an opt-in, bulk email software product with a desktop mailing program that allows a desktop computer to act as a server.

Product: Gammadyne Mailer **Company:** Gammadyne Software
Address: 10025 Mastin, Overland Park, KS 66212-5415
URL: http://www.gammadyne.com **Email:** sales@gammadyne.com
Description: Gammadyne Mailer is a shareware email automation utility that allows message personalization, list management, automated incoming mail processing, command line control, and multiple personalized attachments.

Product: Listbuilder **Company:** Microsoft bCentral
Address: One Microsoft Way, Redmond, WA 98052
Phone: 866-223-6872
URL: http://www.bcentral.com/products/lb/default.asp
Description: Built for small businesses, bCentral's Listbuilder offers automated sign-ups and data collection for mailing list management, tracking, and sending email messages and newsletters.

Product: MailKing **Company:** MessageMedia
Address: 5030 Bradford Drive, Suite 215, Huntsville, AL 35805
Phone: 888-999-1420
URL: http://www.messagemedia.com/solutions/mailking
Email: info@messagemedia.com
Description: MailKing software allows small businesses to send mail merge email to list members while using Windows applications.

Product: MailerMailer **Company:** MailerMailer
Address: 9700 Great Seneca Highway, Rockville, MD 20850
Phone: 240-453-8499 **Fax:** 240-453-6208
URL: http://www.mailermailer.com **Email:** info@mailermailer.com
Description: MailerMailer provides a Web-based email list management and hosting service for creating and tracking opt-in text, HTML newsletters, and email marketing campaigns.

Product: Majordomo **Company:** Great Circle
Address: 1250 West Dana Street, Mountain View, CA 94041
Phone: 650-962-0841 **Fax:** 650-962-0842
URL: http://www.greatcircle.com/majordomo **Email:** info@greatcircle.com
Description: Majordomo is a shareware software program which automates the management of Internet mailing lists. A Web-based interface is available through the MajorCool add-on package.

Product: Opt-In Pro **Company:** KowaBunga! Technologies
Address: 962 Newburgh, Westland, MI 48185
Phone: 734-728-4500 ext. 3051
URL: http://www.optinpro.com **Email:** sales@optinpro.com
Description: Opt-In Pro is a software package that assists in list building, list management, and distribution. The platform is built on a database structure instead of a list structure.

>> product listings: full-service solutions

Product: Digital Impact   **Company:** Digital Impact
Address: 177 Bovet Road, San Mateo, CA 94402
Phone: 650-356-3400   **Fax:** 650-356-3410
URL: http://www.digitalimpact.com   **Email:** sales@digitalimpact.com
Description: Digital Impact provides enterprise solutions that include hosted
Web applications, messaging technology infrastructure, and professional
services.

Product: e-Dialog   **Company:** e-Dialog
Address: 131 Hartwell Avenue, Lexington, MA 02421
Phone: 781-863-8117   **Fax:** 781-863-8118
URL: http://e-dialog.com   **Email:** roi@e-dialog.com
Description: e-Dialog is a full-service agency and offers precision marketing
services that include strategic planning, execution, and response management.

Product: eMessaging System   **Company:** @Once
Address: 309 SW Sixth Avenue Suite 900, Portland, OR 97204
Phone: 503-241-4185   **Fax:** 503-241-4279
URL: http://www.once.com   **Email:** sales@once.com
Description: The @Once eMessaging System allows companies to attract
customers, learn about preferences, and then deliver personalized email to them.

Product: Inbox Interactive, Inc.   **Company:** Inbox Interactive, Inc.
Address: 7300 Pearl Street, Suite 205, Bethesda, Maryland 20814
Phone: 301-654-7977 ext. 205
URL: http://inboxinteractive.com   **Email:** paul@inboxinteractive.com
Description: Inbox Interactive is a full-service agency that provides consultation
and strategic advice, marketing plan preparation, copywriting, creative, and
campaign deployment.

Product: iPost   **Company:** iPost
Address: 100 Galli Drive, Suite 12, Novato, CA 94949
Phone: 415-382-4000   **Fax:** 415-382-1743
URL: http://www.ipost.com   **Email:** info@ipost.com
Description: The iPost messaging service provides list hosting, managed
mailings , online list rental, and database management.

Product: NetPlus Marketing   **Company:** NetPlus Marketing, Inc.
Address: 625 Ridge Pike, Building E, Suite 300, Conshohocken, PA 19428
Phone: 610-897-2380   **Fax:** 610-897-2381
URL: http://www.netplusmarketing.com **Email:** info@netplusmarketing.com
Description: NetPlus Marketing provides personalized, customized email
programs for customer acquisition and retention including opt-in and in-house
email services.

Product: Whitehat   **Company:** Whitehat
Address: 420 S. Smith Road, Tempe, AZ 85281
Phone: 480-804-8153
URL: http://www.whitehat.com/interactive/index.cfm
Email: sales@whitehat.com
Description: Whitehat is a full-service provider of direct marketing services, both traditional and interactive. In the interactive space, Whitehat provides list development, certification, and list rentalmanagement, list rental, and customer retention services.

>> product listings: licensed software solutions

Product: Accucast Enterprise   **Company:** Socketware
Address: 1776 Peachtree Street N.W., Suite 500 South, Atlanta, GA 30309
Phone: 404-815-1998   **Fax:** 404-815-1993
URL: http://www.accucast.com/frameset.html?prod&index.html
Email: sales@socketware.com
Description: Accucast Enterprise software interacts with a relational database and allows companies to embed Web page content or an application into the body of the message.

Product: Annuncio Live   **Company:** Annuncio
Address: 2440 West El Camino Real, Suite 300, Mountain View, CA 94040
Phone: 650-314-6000   **Fax:** 650-314-6100
URL: http://www.annuncio.com   **Email:** annunciosales@annuncio.com
Description: Annuncio Live manages email and Web interactions, updating customer profiles with each contact allowing for personalized follow-up.

Product: BoldFish ES (Express Server) **Company:** BoldFish
Address: 471 El Camino Real, Suite 110, Santa Clara, CA 95050
Phone: 408-236-3620   **Fax:** 408-236-3699
URL: http://www.boldfish.com   **Email:** info@boldfish.com
Description: BoldFish ES provides opt-in and outbound email solutions that integrate with all databases and legacy systems.

Product: Broadc@st   **Company:** MailWorkZ
Address: 1600 Bedford Hwy, Suite 440, Bedford, Nova Scotia, Canada B4A IE8
Phone: 902-835-8974   **Fax:** 902-835-8976
URL: http://www.mailworkz.com   **Email:** sales@mailworkz.com
Description: Broadc@st is software for creating and sending email messages personally and individually to a large volume of email addresses.

Product: EmailFactory   **Company:** EmailFactory
Address: 1901 North Moore Street, Suite 1100, Arlington, VA 22209
Phone: 703-387-5000 ext. 11
URL: http://www.emailfactory.com   **Email:** info@emailfactory.com
Description: EmailFactory provides tools for list creation and management, campaign management, viral marketing, and contest management.

Product: Group Mail   **Company:** Infacta
Address: Market Square, Bunclody, County Wexford, Ireland
Phone: 353-54-76854   **Fax:** 353-54-75022
URL: http://www.infacta.com   **Email:** info@infacta.com
Description: Group Mail allows the sending of customized text or HTML email messages with personalized content in the subject line or body of the message.

Product: ListManager   **Company:** Lyris
Address: 2070 Allston Way, Suite 101, Berkeley, CA 94704
Phone: 800-768-2929   **Fax:** 510-549-4351
URL: http://www.lyris.com/products/listmanager   **Email:** sales@lyris.com
Description: Lyris ListManager is a list server for opt-in email campaigns, email announcement lists, and online discussion groups. ListManager is available as stand alone software or an outsourced (hosted) solution.

Product: LISTSERV   **Company:** L-Soft
Address: 8100 Corporate Drive, Suite 350, Landover, MD 20785
Phone: 301-731-0440   **Fax:** 301-731-6302
URL: http://www.lsoft.com/products/default.asp?item=listserv
Email: sales@lsoft.com
Description: L-Soft's LISTSERV provides email list and email delivery solutions for the management of electronic newsletters, discussion groups, and personalized direct email marketing campaigns. In addition, L-Soft offers advanced tracking functionality.

Product: MarketFirst 3.0   **Company:** MarketFirst
Address: 2061 Stierlin Court, Mountain View, CA 94043
Phone: 650-691-6200   **Fax:** 650-254-1287
URL: http://www.marketfirst.com   **Email:** info@marketfirst.com
Description: MarketFirst provides enterprise-level marketing automation including control over the design, testing, execution, and measurement of interactive marketing campaigns.

Product: PostCast   **Company:** Gate Comm Software
Address: Lazara Vojnovica 90, 22320 Indjiija, Yugoslavia
URL: http://www.postcast.com   **Email:** sales@gatecomm.com
Description: PostCast consists of a database management tool, a mail server, and an email merge tool that assists in automating the creation of contact databases, sending personal messages, and extracting data from Web forms.

Product: UnityMail 5.1   **Company:** MessageMedia
Address: 5030 Bradford Drive, Suite 215, Huntsville, AL 35805
Phone: 888-999-1420
URL: http://www.messagemedia.com/solutions/unitymail/index.shtml
Email: info@messagemedia.com
Description: UnityMail 5.1 is a Web-based, database enabled, email marketing software product available as both a stand alone software and ASP solution.

Product: Xert SF 2.0   **Company:** Xert Communications Comm
Address: 200 Daingerfield Road, Suite 102, Alexandria, VA 22314
Phone: 703-838-9847   **Fax:** 703-838-0364
URL: http://www.xertcomms.com   **Email:** info@xertcomms.com
Description: Xert SF is a sales and marketing application for midsize companies and divisions of large companies to create and manage email-based marketing campaigns in pre-sales and post-sales applications.

>> section two: email list marketing services

introduction

This section covers services for email marketers and focuses on vendors who assist in marketing email lists. There are four types of vendors:

advertising networks

An ad network is an aggregated group of email newsletters and discussion lists where ad space is sold across all the sites. The space is often segmented by interest, demographics, and so on. Ad networks benefit advertisers by allowing the placement of ads across multiple properties with just one buy, and benefit publishers by selling ad space that might otherwise have gone unsold. In addition, the network sales force can act as a supplemental channel for the list publisher.

list brokers

This category consists of brokers who represent opt-in and double opt-in email databases maintained by companies and organizations. Many of these brokers handle direct mail lists as well.

free ASPs

Includes list hosting services that provide free email list or newsletter hosting in return for ad placement. These vendors also offer a fee-based, ad-free option.

full service list hosting solutions

This category represents services that host, manage, and serve small to large email databases. These companies are not technology providers per se, but can assist in all aspects of list development, management, and promotion.

>> table two: email list marketing services vendors

Company listings follow the table, or click on a category name to go to the listings in that category.

Category	Description	Products
Ad Networks	Aggregate email lists and sell advertising on the accumulated network.	Advertising.com Network, FatTail Email Network, Opt-Influence.com, PENN Media, YesMail Network
List Brokers	Companies that lease the use of names in opt-in email lists.	24/7 Mail, BulletMail, eMail List Services, HotList Email & Bonus Mail Email, PostMasterDirect.com, YesMail List Sources
Free ASPs	Host email newsletters or discussion lists at no charge.	Topica Exchange, Yahoo! Groups
Full Service List Hosting Solutions	Provide all necessary services for list hosting.	EzineMail, ListHost.Net, Max e-Mailer, SparkLIST

>> product listings: advertising networks

Product: Advertising.com Network   **Company:** Advertising.com
Address: 1020 Hull Street, Ivory Building, Baltimore, MD 21230
Phone: 410-244-1370   **Fax:** 410-244-1699
URL: http://www.advertising.com   **Email:** sales@advertising.com
Description: With its network of over 850 email newsletters, Advertising.com helps advertisers reach an opt-in subscriber base of 20 million people with targeting based on demographics and interest.

Product: FatTail Email Network   **Company:** FatTail
Address: 20969 Ventura Boulevard, Suite 209, Woodland Hills, CA 91364
Phone: 818-615-0380
URL: http://www.fattail.com/index.htm   **Email:** adsales@fattail.com
Description: FatTail represents 75 publishers in business-to-business newsletter ad sales and provides publishers and advertisers with a software application that offers insight into historical ad placement data.

Product: Opt-Influence.com   **Company:** Opt-Influence.com
Address: 1800 West Mason Street, Green Bay, WI 54303
Phone: 920-490-8553   **Fax:** 920-490-8513
URL: http://opt-influence.com   **Email:** sales@opt-influence.com
Description: Opt-Influence.com is a network of hundreds of opt-in email newsletters that reach millions of interest-specific Internet users.

Product: PENN Media   **Company:** PENN Media
Address: 19001 S. Old LaGrange Road, Suite 400, Mokena, IL 60448
Phone: 708-478-4500   **Fax:** 708-478-5470
URL: http://www.pennmedia.com   **Email:** adinfo5@pennmedia.com
Description: PennMedia is an ad network of 62 million opt-in subscribers and 938 different publications delivered via email.

Product: YesMail Network   **Company:** YesMail
Address: 222 South Riverside Plaza, 17th Floor, Chicago, IL 60606
Phone: 888-932-8600   **Fax:** 312-423-5010
URL: http://www.yesmail.com   **Email:** info@yesmail.com
Description: Through its proprietary database and exclusively managed lists, YesMail provides access to over 25 million opt-in emails.

>> product listings: list brokers

Product: 24/7 Mail   **Company:** 24/7 Real Media
Address: 1250 Broadway, 28th Floor, New York, NY 10001
Phone: 212-231-7922   **Fax:** 212-629-7018
URL: http://www.247media.com/marketers/email_mark.html
Email: stephen.eustace@247media.com
Description: 24/7 Real Media offers list brokerage and list management services for a customer base of more than 40 million opt-in emails.

Product: BulletMail   **Company:** BulletMail
Address: PO Box 65143, Burlington, VT 05406
Phone: 802-651-0119   **Fax:** 802-651-0134
URL: http://www.bulletmail.com   **Email:** sales@bulletmail.com
Description: BulletMail provides emailing capabilities to the 120 opt-in lists it owns.

Product: eMail List Services   **Company:** DoubleClick
Address: 450 West 33rd Street, New York, NY 10001
Phone: 866-459-7606
URL: http://www.doubleclick.net/us/advertisers/email-marketing/list-services.asp?asp_object_1=&
Description: DoubleClick's eMail List Services provides features for both list renters and list owners including access to the 32 million email names exclusively managed by DoubleClick and the 55 million emails the company brokers.

Product: HotList Email & Bonus Mail Email   **Company:** MyPoints.com
Address: 100 California Street, San Francisco, CA 94111
Phone: 800-890-9351   **Fax:** 415-676-3720
URL: http://www.corp.mypoints.com/media/index.html
Email: sales@mypoints.com
Description: MyPoints.com offers two direct email products to reach its 10 million member database. HotList Email is sent to new members and BonusMail Email is sent to members who fit a customer specified profile.

Product: PostMasterDirect.com   **Company:** Netcreations
Address: 379 West Broadway, Suite 202, New York, NY 10012
Phone: 212-625-1370   **Fax:** 212-274-9266
URL: http://www.postmasterdirect.com   **Email:** sales@netcreations.com
Description: PostMasterDirect.com manages direct email lists for over 30 million opt-in email addresses.

Product: YesMail List Sources   **Company:** YesMail
Address: 222 South Riverside Plaza, 17th Floor, Chicago, IL 60606
Phone: 888-932-8600   **Fax:** 312-423-5010
URL: http://www.yesmail.com   **Email:** info@yesmail.com
Description: Yesmail.com's brokerage service provides access to over 25 million individuals through the YesMail Network and tens of millions more permission-quality names available from both third party lists and its own managed list inventory.

>> product listings: free ASPs

Product: Topica Exchange   **Company:** Topica
Address: 620 Folsom Street, Suite 300, San Francisco, CA 94107
Phone: 415-344-0800
URL: http://www.topica.com   **Email:** info@get.topica.com
Description: Topica Exchange is a free, ad supported email publishing service that provides turnkey solutions for publishers of email newsletters.

Product: Yahoo! Groups   **Company:** Yahoo!
Address: 701 First Avenue, Sunnyvale, CA 94089
Phone: 408-349-3300   **Fax:** 408-349-3301
URL: http://groups.yahoo.com
Description: Yahoo! Groups is a free service that allows persons with similar interests to launch and maintain email discussion groups.

>> product listings: full-service list hosting solutions

Product: EzineMail   **Company:** Trimak New Media
Address: 8912 E. Pinnacle Peak, Suite F8-462, Scottsdale, AZ 85255
Phone: 480-515-0061   **Fax:** 602-532-7035
URL: www.ezinemail.com   **Email:** info@ezinemail.com
Description: EzineMail is a Web-based email newsletter creation and opt-in email list management system.

Product: ListHost.Net   **Company:** Sling Shot Media
Address: PO Box 8092, Massena, NY 13662
Phone: 613-933-5133   **Fax:** 613-933-8649
URL: http://www.listhost.net   **Email:** support@listhost.net
Description: ListHost.net is a customer service focused list hosting solution that has services for small and large hosting needs.

Product: Max e-Mailer   **Company:** I.s.Max
Address: P.O. Box 4708, Sunland, CA 91041
Phone: 818-951-1773   **Fax:** 818-951-3633
URL: http://ismax.com   **Email:** sales@ismax.com
Description: Max e-Mailer services high volume mailing lists with HTML, imported Web pages, plain text or other enhanced messaging features.

Product: SparkLIST   **Company:** SparkLIST.com
Address: 1800 W. Mason Street, Green Bay, WI 54303
Phone: 920-490-5901   **Fax:** 920-490-3399
URL: http://www.sparklist.com   **Email:** sales@sparklist.com
Description: SparkLIST.com is a services and solutions provider for email marketers and publishers offering email list hosting, custom programming, HTML newsletter design, and email list hosting software.

>> appendix:
questions for assessing email solutions vendors

Selecting a vendor or solution for email services can sometimes be a daunting task. If you are exploring email marketing for the first time, you may encounter elements of technology or processes that are new to you. The questions and advice in this appendix were compiled to accelerate the learning curve and help you avoid common pitfalls. They can serve as a checklist for comparing the products and services of various vendors. It was composed by Sharon Tucci, President and CEO of Sling Shot Media, LLC, a list hosting company. The questions are organized into four parts:

>> Policies
>> Customer Services
>> Technical Issues
>> Features & Benefits

part one: policies

terms

1. How long a term is the standard contract?

2. Is a trial period offered before entering into a long-term agreement?

3. If a long-term agreement (i.e. 6 months or more) is requested, what are the cancellation provisions?

Most businesses don't feel comfortable locked into a long-term contract without a trial period or solid cancellation provisions, especially when working with a new vendor. It may not be advisable to sign long-term agreements if there is a possibility that a more robust solution will be needed down the road.

What to look for: The need for any type of customization will almost always mandate longer-term agreements. Most vendors also require a 30-day cancellation notice. This is not unreasonable since vendors need to predict volume and capacity requirements. The major issue is to ensure that there is a way to end the service should it turn out to be problematic in some way.

Some vendors provide more than one level of service for clients. If additional services are a consideration for the future, be sure that the vendor allows for service upgrades or transfers without beginning a new contract.

pricing schedule

1. What is the pricing method? Is it fixed? (A flat fee based on a message cap) Scaled? (Based on the number of messages actually sent) Per individual mailing? Per campaign?

2. What is the Cost Per Thousand (CPM) for overage?

3. Are there differences in rates for the time of day your mailing is sent?

4. Are reduced rates available for signing a longer-term contract or upgrading to a longer-term contract after the trial period?

It is important to fully understand what the total costs will be for the delivery of messages. This becomes more important if normal publishing schedules deviate. Flat-fee services can be beneficial if publishing on a regular schedule, while per campaign or CPM based rates might be more beneficial with an irregular schedule.

If saving money is a consideration, term discounts can be important to consider. Some vendors offer as much as one quarter of service free with a one-year agreement. There is also the benefit of locking in at current rates.

What to look for: Rates change on a monthly basis at many vendors. Sometimes they increase, but sometimes they decrease as well. Many vendors may be willing to give a lock-in on current pricing for a specific period of time, but that may cause higher pricing overall if the rates decline. Most publishers do not fully consider the implications of CPM overage rates. Sometimes these can be at 5-10 times the regular CPM.

ownership of data

1. If there is a written agreement, does it specifically spell out who owns the data?

Be sure that there is no question about this. The data should be owned outright by the client who created the material, not the email vendor.

What to look for: More and more vendors are including provisions in their agreements that the data becomes the vendor's property should, for example, the client default in payment. However, most vendors do not specifically spell out in their agreements that the client owns the data.

part two: customer service

fees for support

1. What additional fees are there for support?

2. What type of support services are included free of charge?

With some vendors, customer service fees can easily end up costing more than hosting charges. It is important to know what is and is not included. Preferably, there should be a written agreement that spells out all of the details.

What to look for: Some vendors have support fees built into their hosting fees, some have support plans, and still others charge per instance for support. With most solutions, customer support requirements diminish over time, so weigh the cost/benefit of having it included in regular fees versus having it as a separate charge. At the same time, keep in mind that if the person primarily responsible for list management changes, increased support will likely be needed for a while. Be sure to determine which support fees are billable and which are not.

other support issues

1. How committed is the vendor to customer service?

Different vendors provide support in many different ways. It is important to consider individual needs and the personality of the list manager when considering options.

What to look for: Obviously, the ideal situation would be to never need support in the first place. The reality is that very few vendors provide 24x7 support by email and phone. Even fewer vendors provide guarantees on response times. Since the sales and customer service functions at most vendors are separated, don't equate the ongoing service from a salesperson with what will be provided by customer support. Find out whether live support and/or email support are offered. Determine whether or not support requests and responses are tracked, and ask about the average response time for support requests.

administrative

1. What administrative reports are available?

From one vendor to the next, there will be a wide range in the number of reports available.

What to look for: Reports relating to the number of new subscribers, removal requests, and bounce counts now tend to be standard with most vendors. More advanced reporting includes the tracking of:

>> click-throughs on URLs at an aggregate and/or per-subscriber level

>> open-rate

>> demographic statistics

>> source of new subscribers

and there are more, of course. Ideally every possible type of report would be available, but there is usually a price associated with this. Carefully weigh what types of reports are most important and what value they bring. Also, consider whether or not these reports will actually be used. If report information is a high priority, ask whether reports are generated in real-time, on a daily basis, or at some other time interval.

2. What privacy and security policies are in place?

3. Are customer's lists opt-in?

Make certain that: 1) subscriber data will be safe, and 2) that all emails are delivered to subscribers.

What to look for: Even if the list is fully opt-in and permission based, make certain that the vendor is very firm about hosting opt-in only lists. If they agree to host any questionable lists, this might result in their servers getting blocked by individual ISPs and listed on SPAM blacklists. Find out what the vendor does to ensure that lists are opt-in both before and after they are hosted. Along the same lines, it is important that the vendor has an established privacy policy and, preferably, that hosted clients are required to have privacy policies posted on-site.

4. What is the process for bounced messages?

On a monthly basis, expect to see anywhere from 1% to 6% of email addresses being returned as undeliverable. Although most vendors today offer automated bounce management, there are no established standards in the industry. Some vendors remove addresses from a list too quickly (leading to an unnecessary loss of subscribers) and others take too long (so clients are paying more than necessary).

What to look for: Ideally, undeliverable addresses should be removed from the list once it can be ascertained that they are permanently non-deliverable. Generally speaking, soft bounces (i.e. a full mailbox) should remain on the list for at least 30 days; and hard bounces (i.e. the email address does not exist) should be removed within two mailings.

Make certain that there is some way to access the addresses that are removed from the list and that a reason is given for the addresses listed as undeliverable, if that is considered important. It often happens that vendors' servers are blocked from certain ISPs or hosting companies resulting in a false bounce. For lists that are very large or are mailed on an irregular basis, at least one vendor offers a service to "clean" a list before a mailing. This can dramatically reduce the number of bounces.

part three: technical issues

backup procedures

1. How often are lists backed up?

2. What is the backup procedure?

For lists that expect a great number of subscribe and unsubscribe requests, this question will be important. Lists and databases must be backed up more frequently than websites. Monthly, or even weekly, backups are not sufficient in most cases.

What to look for: The best option is a company that uses multiple backup procedures and does backups at least once a day. It is also important that the company uses more than one method for backups in case there is a failure of the

primary method. For those vendors which only use one method, ask whether the previous backup is overwritten when a new one is done.

3. Can list owners backup subscriber information at will?

Even if the first two questions are of little concern to you, it is still a good idea to take precautions. Being able to backup data at will is helpful because it allows a safeguard should the email vendor have a temporary lapse in service. Even more important, it ensures that subscriber information is available if the vendor goes out of business without warning.

What to look for: Choose vendors that provide a way to backup subscriber lists at will or that have a method of sending backup information to list owners on a regular basis.

off-site storage

1. Are copies of the data stored in another facility?

What happens if a natural disaster occurs at the vendor's data center and all of your backups are stored? All information would be lost, of course. For safety's sake, it is important to look for a vendor that stores backups off-site, unless the list owner also plans to perform regular backups of the entire list.

What to look for: Verify that backups are stored off-site and that the vendor has a secondary network located elsewhere.

preventive measures

1. What system does the vendor have in place in case of a minor or major outage?

The more frequently messages are delivered and the higher the number of subscribe and unsubscribe requests received daily, the more important this question becomes.

What to look for: For lists that have heavy traffic (multiple messages, high numbers of subscribe requests, etc.) it is advisable to ask about the vendor's preparation for minor or major power outages.

part four: features & benefits

advanced features

1. Does the vendor offer detailed click-through tracking?

2. Does the vendor offer personalization?

3. What types of data can the vendor collect about subscribers?

Advanced features can provide a significant increase in return on investment (ROI). However, as with the advanced reports previously described, consider the trade-off for the additional cost that will likely be incurred.

What to look for: In an ideal world, emails would be delivered based on certain criteria or rules that the client has laid out, such as where the subscribers come from or which subscribers have purchased as a result of the email marketing efforts. This would allow for the targeting of future mailings based on the historical behavior and demographics of subscribers.

Only features that will actually be used should be sought. It doesn't make sense to use a system that offers advanced personalization or rules-based filtering if capturing the email address of subscribers is the only priority. Consider the services of an email marketing consultant if there is indecision about which advanced features would be beneficial. Some vendors will provide this service, but keep in mind that they are likely to steer prospects towards their own premium services.

database integration

1. Can the vendor integrate their system and link to already existing data?

This is an important consideration for in-house databases that are continually updated if you want to make use of real-time data.

What to look for: Integration charges can be quite steep, especially if using a non-standard database. Many companies find that it is better to do an export of data from their in-house list before mailings. Aside from the cost of integration, determine how data is ported back to the in-house database. (i.e. removal requests, click through tracking, and other information.)

value-added marketing services

1. What is the vendor's ability to assist, consult or make recommendations on the integration of email campaigns with offline campaigns?

2. What is the vendor's ability to design in-house creative and gather copy and assets?

For people who are not using an agency or who are novices to email marketing, the expertise and value-added services that many vendors offer will be a definite benefit. Value-added services such as response management, campaign analysis, and marketing strategy will come at a premium price, but can be well worth the extra cost.

What to look for: Vendors that offer value-added services will usually do so at a high premium. Before committing to a vendor for value-added services, make certain to ask for performance reports on services they have provided other clients. Look at samples of creative work, and find out the credentials of the people who will be working on the campaign. Do they have specific experience in email marketing? Experience in another area of marketing or advertising is not a substitute. Some vendors tend to specialize in business-to-business, while others specialize in consumer markets. Marketing strategy, campaign integration, and creative work all vary tremendously between the two.