

The Universal Messenger - Newsletter Edition provides a full range of functions for simple, effective newsletter content production, targeted distribution and efficient campaign analysis.

Universal Messenger - Newsletter Edition

The solution for effective customer relationship management

Personalized customer contact and permission-based marketing are indispensable Internet communication tools for maintaining customer loyalty and satisfaction in the long run.

As an enterprise newsletter management system, Universal Messenger - Newsletter Edition combines two basic features to meet your current requirements and give you a genuine competitive edge:

- Its detailed customer database is the foundation for efficient newsletter management and personalized customer contact.
- With its open multichannel architecture and flexible integration into existing content management systems, it supports streamlined, centralized production and editing of content and easy distribution through a variety of media channels.

Its range of features is not limited to the production of newsletters, but covers everything you need to implement a full-scale electronic customer relationship management (eCRM) system. Thanks to its modular design, the Universal Messenger can be customized to your individual requirements at any time.

Additional functions such as bounce management, double opt-in processes, HTML mail, SMS and content transfer to letter shops are included, as is support for the integration of existing subscriber and user management systems.

Integration into content management systems

- content reuse: identical content can be used for newsletters and websites
- familiar environment: newsletter content is written and edited in the same program
- defined processes: leveraging of CMS features such as workflow and archiving



Universal Messenger - Newsletter Edition

Licence price:
3.900 EUR

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infopark

Pinuts media+science has many years of experience in the realization of Infopark projects.

RedDot
Solutions

Pinuts media+science is authorised implementation partner of RedDot.

FirstSpirit
Your Content Integration Platform

Pinuts media+science is authorised Universal Messenger implementation partner of FIRSTspirit.

System compatibility:

- Platforms:
Windows 2000/XP,
Linux, SUN Solaris,
Mac OS X
- Application Server:
Apache Tomcat as
reference system,
most JSP-Engines
- Supported CMS:
RedDot, Infopark
Fiona, Webedition,
SixCMS, FIRSTspirit,
TYPO 3, contenido,
other on request
- Supported databases:
mySQL, Microsoft
SQL, SAP, Max DB,
Oracle, PostgreSQL,
other JDBC-compliant
relational databases

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Features I

Basic information

- browser-based, multilingual user interface
- clustering support

Subscriber management

- support for any number of administrators with custom rights
- any number of attributes may be defined
- target group definition via virtual channels

Subscriber registration

- simple opt-in
- confirmed opt-in (confirmation e-mail)
- double opt-in (subscription not activated until subscriber clicks link in confirmation e-mail)
- support for custom registration page designs
- freely configurable dialogs and e-mails
- account update and unsubscribe links in newsletter
- support for administrator approval of private-channel registration (e.g. for closed user groups)

Subscriber authentication

- users may specify a password when subscribing
- optional password prompting for account updates or unsubscribing
- web page for provision of lost passwords to defined e-mail addresses

Personalization

- field variables for custom subjects and content
- personalized, gender-specific salutations
- complete personalization of all texts

Statistics and graphical reports

- automatic processing of newsletters and links for statistical purposes
- continuous overview of subscriber numbers and distribution across channels
- graphical reporting of subscribe and unsubscribe actions, total and per channel

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Features II

Bounce management

- distinction between hard bounces, soft bounces and autoresponder messages
- filters with freely definable keywords
- automatic or manual bounce processing

HTTP interface

- web services and FUMP protocol
- subscriber management functions
- simple integration of PHP, ASP or JSP script languages

Newsletter management

- administrator sets up channels for topics
- editor assigns messages to channels during message creation
- newsletter creation and selection of channels and send times directly in CMS
- newsletter preview in CMS
- test sending of newsletters for verification
- display of send progress and performance figures
- newsletter archive

Newsletter sending via e-mail

- available formats: text, HTML, embedded HTML (with embedded graphics)
- support for attachments
- users may choose a format when subscribing

Newsletter sending via SMS

- sending of individual messages or notification of e-mail newsletters
- preconfigured SMS sending service via Pinuts media+science
- optional SMS gateway with a wide range of SMS protocols

Integration of existing subscriber and user management systems

- import and export of subscriber lists
- optional LDAP directory integration