

# PostCast Mailing List Management Software

White Paper

*Nenad Oric*  
*Gate Comm Software*

# *Introduction*

Sending frequent e-mail announcements and newsletters to a list of contacts enables companies to develop powerful long-term relationships, boost repeat sales, and attract new customers.

E-mail newsletters ranked number 3 of 12 (behind print and TV) as most trustworthy and least annoying media type in the July 2003 issue of Business 2.0. The magazine published results of a comprehensive survey of consumer attitudes toward media types.

Sending e-mail messages to mailing lists helps the company to:

- Build brand loyalty
- Improve customer satisfaction and retention
- Increase purchase frequency and spending

## Mailing list management solutions

To send e-mail newsletters out, some sort of mailing list management software is required. Software should be able to add and remove e-mail addresses as well as send messages. There are basically two types of solutions:

**Hosting services.** They charge by calculating the amount of e-mails that is sent. All the administrative tasks are performed using a web interface in the web browser. All the data resides on their servers. Some of them put advertising in your mailings. The costs can be quite high if you have a lot of recipients. For example, Sparklist.com charges the one-time setup fee of \$175 plus \$100 per month for a list with 50,000 subscribers.

**Desktop software.** You can install the software on your own computer and send an unlimited number of messages. Some products limit the size of the mailing lists. Sending speed is limited by the speed of your Internet connection.

# *Our mailing list management solution*

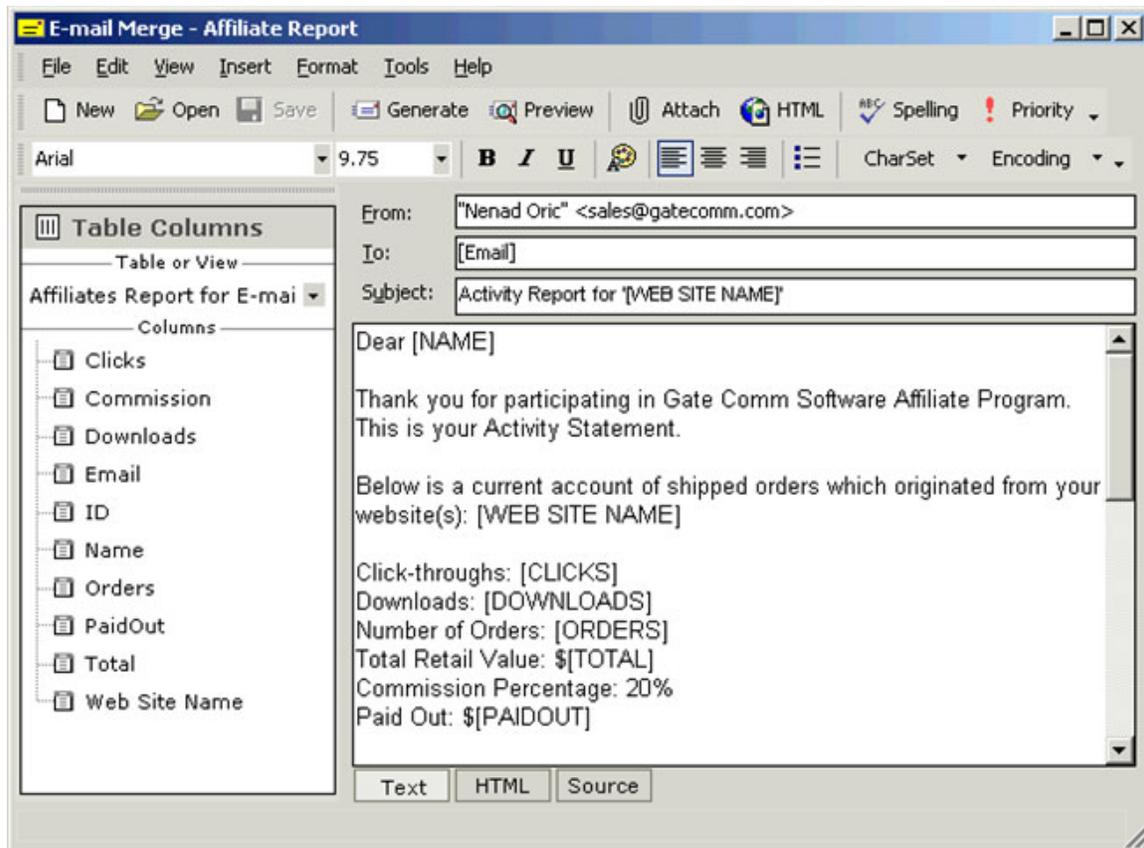
PostCast is a complete desktop software solution for managing mailing lists and generating and sending personalized e-mail messages. It provides all the essential tools for building and maintaining mailing lists, creation of messages, and message delivery.

PostCast differs from other solutions on the market because it provides all the tools you need for a one-time price. The standard edition is only \$149 and comes with a completely developed, separate SMTP server product. Furthermore, the program does not have any limitations regarding mailing list size and it generates and delivers messages faster than any other product available. The professional edition has some unique features that allows you to exchange data with other programs and web scripts and automates almost every aspect of your e-mail marketing campaign.

# Overview

PostCast is a desktop software product that works on every version of Windows. It does not require any additional software or hardware.

Once you install the program, the intuitive and familiar user interface enables you to easily perform all e-mail marketing tasks. If you already have a database with your contacts, the built-in E-mail Merge tool is able to open it, merge the contents of a database to e-mail messages, and start the sending process in a few simple steps:



## Free SMTP server bonus

PostCast comes with a separate SMTP server product, not with a "built-in SMTP" solution implemented in some other e-mail products. The server that is distributed with PostCast simultaneously delivers up to 20 messages, replaces your ISP's SMTP server, and works on all Windows computers. When installed, this program sends messages directly from your computer to the recipients.

## No limitations

Unlike other solutions, PostCast does not limit the number of records in a mailing list. You can create an unlimited number of mailing lists with an unlimited number of recipients.

## Complete automation

The product provides full automation of the message distribution. It is possible to configure how and when to generate and send messages to your mailing lists. PostCast also automatically processes subscription and removal requests.

Schedule

Run this Event ...

Just once at 1/24/2003 11:02:00 AM

Hourly at 1 minutes after the hour

Monthly on day 1 at 12:00:00 AM

Daily at 12:00:00 AM on:

Monday  Wednesday  Friday  Sunday

Tuesday  Thursday  Saturday

## The fastest processing and sending

The program generates about 60,000 messages per hour. It can split your mail lists, use fractional sending option to send messages only to a part of the list, and choose only messages within the specified date range. PostCast sends about 3,500 messages on average with a 33.6K modem connection. The transmission rate is higher with faster connections.

Create separate table for each mailing

Maximum number of messages to send: 50

Fractional sending (allows you to specify a range of recipients)

Start from row # 1 End at row # 10

Date selection

Between 5/20/1999 And 5/20/1999

Choose a date type field from the table: Clicks

## Works with your existing mailing lists and databases

PostCast supports your existing customer lists and databases. It allows you to open them, merge the contents of a database to e-mail messages, and start the sending process in a few simple steps.

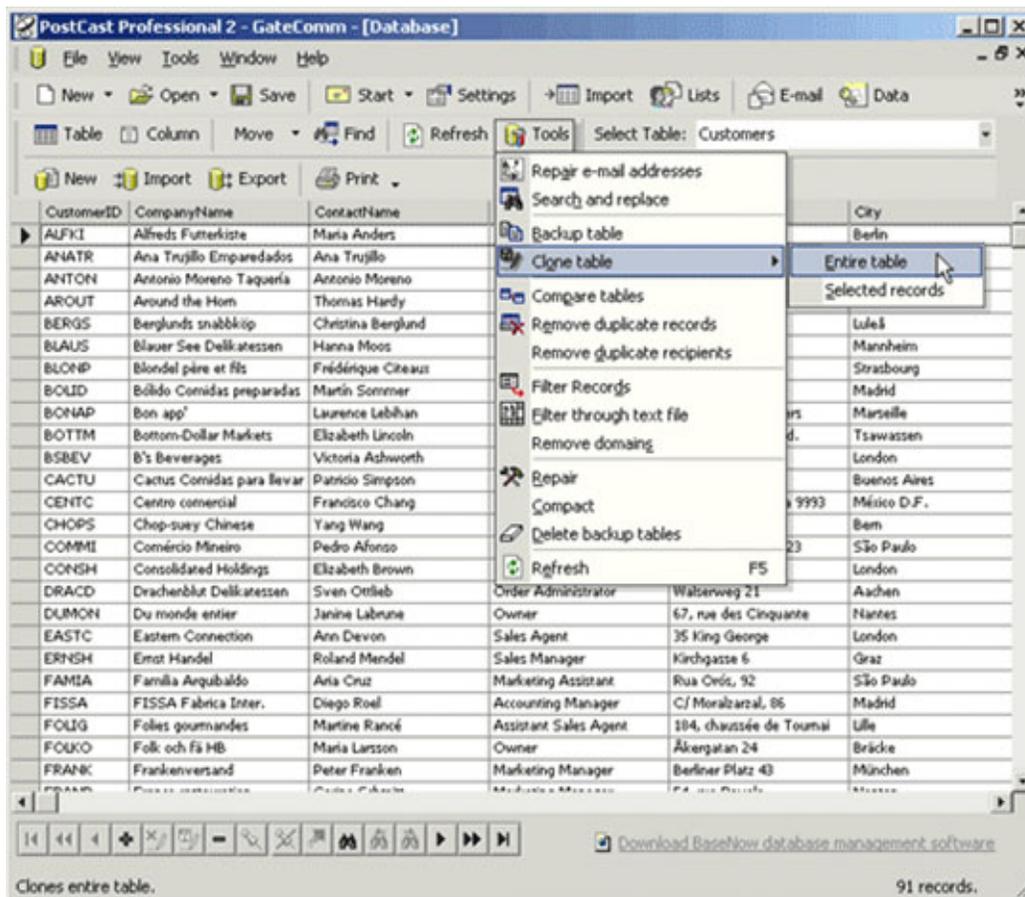
Don't have a mailing list? PostCast can process subscribe and unsubscribe requests automatically and build and maintain unlimited number of mailing lists.

## Powerful mailing list tools

PostCast has a set of time-saving tools that help you efficiently manage records in your mailing lists and databases. You can repair or remove invalid e-mail addresses, remove duplicate records, compare different mailing lists, filter out records, and remove specific domains from your mailings.

The program allows you to select records that match a certain criteria. For example, you can send messages only to customers that are not from USA.

PostCast provides you with all the tools you need to manage the records in your database. It can import and export data, create new tables and columns, and perform a lot of other operations with your database structure and data:



# For more information

**Download the trial version:**

<http://www.postcast.com/html/download.asp>

**Compare different product editions:**

[http://www.postcast.com/html/differences\\_between\\_the\\_versions.asp](http://www.postcast.com/html/differences_between_the_versions.asp)

## Helpful e-mail marketing articles

PostCast is often mentioned on Clickz.com, by far the best e-mail marketing resource on the Internet. Here are some of the articles:

Gate Comm's PostCast

<http://www.clickz.com/emailstrategies/serv/article.php/1001291>

Build an Email Newsletter to Build Relationships

[http://www.clickz.com/ebiz/small\\_biz/article.php/831761](http://www.clickz.com/ebiz/small_biz/article.php/831761)

Email Marketing Solutions for Small Business

[http://www.clickz.com/ebiz/small\\_biz/article.php/824561](http://www.clickz.com/ebiz/small_biz/article.php/824561)

Best Practices for Delivering Email Newsletters

[http://www.clickz.com/ebiz/small\\_biz/article.php/832171](http://www.clickz.com/ebiz/small_biz/article.php/832171)

Order Tracking: Slick and Easy

[http://www.clickz.com/ebiz/small\\_biz/article.php/824821](http://www.clickz.com/ebiz/small_biz/article.php/824821)

Creating an Ad Program for Small Sites

[http://www.clickz.com/ebiz/small\\_biz/article.php/834401](http://www.clickz.com/ebiz/small_biz/article.php/834401)