

# Email Radar

Choose the Right Target—Get a Direct Hit

**E**mail Radar is an advanced one-to-one email marketing tool that helps you leverage your current database of e-Newsletter subscribers. The differences between BizActions e-Newsletter System and Email Radar accent and strengthen each product's features and benefits significantly.

## Two Valuable Tools Under One Platform

While the BizActions e-Newsletter System is geared to address your entire database, Email Radar allows you to send emails that target individuals or a specific group, meeting explicit criteria you set. With Email Radar, communications are sent on demand rather than being subjected to the constraints of a predetermined schedule. Additionally, Email Radar allows you to create custom content, which exceeds the scope of your e-Newsletter. This feature alone can yield substantial benefits.

Email Radar uses the same interface as our e-Newsletter System. You can easily format an email in the editor, copy and paste HTML code from another application, or choose to send a text-only email. If you can use a standard Web browser and Microsoft Word, you can create visually stunning, HTML-rich emails.

## How Can You Use Email Radar?

Email Radar not only provides the ability to segment and create groups based on specific, predetermined criteria, it introduces the concept of Dynamic Groups. A Dynamic Group updates each group before a message is sent. When a prospect becomes a client in your database, that new client is transferred to your preset client group automatically. Why is that important? In addition to saving you time, imagine the power of sending custom content to dynamically changing groups as shown below:

### Examples:

- Send a special tax alert to a select group of prospects who are in the industry affected.
- Launch a new service to VIP clients and offer special pricing.
- Announce the details of a new policy exclusively to your staff.
- Convey a special message regarding your firm—only to client and prospect CEOs.
- Transmit new information about your firm to referral sources.
- Alert special parties when your office is closed due to an emergency.

Add in the value of "Inclusion" and "Reduction" queries to fine tune Email Radar delivery, and Consolidated Reporting to track the click activity of a recipient's interest in Email Radar content, and you can easily see the value in this new tool.

## It Sounds Valuable. Does that mean Expensive?

No. Far from it. Email Radar is free when you purchase the BizActions e-Newsletter System. It allows for up to 10,000 emails per month with overage of \$.05 per email. See how you can hit the right mark for your firm—try it now!



## Hit a Bullseye with Email Radar

- An advanced targeted email suite that allows you to create single, customized communications specifically to groups based on criteria that you select.
- Helps you leverage your current database of e-Newsletter subscribers, through more personalized marketing.
- Uses the same interface as our e-Newsletter System for ease, convenience and speed.
- Allows you to segment and create groups based on specific, predetermined criteria.
- Uses Dynamic Group updating to ensure emails are always sent to the appropriate individuals.
- Provides "Inclusion" and "Reduction" queries to fine tune delivery of your message.
- Lets you build special campaigns and target specific audiences.
- Conforms to all the requirements of the CAN-SPAM Act.



**Call 866-240-8477 to learn more or visit us on the web at [www.bizactions.com](http://www.bizactions.com)**