

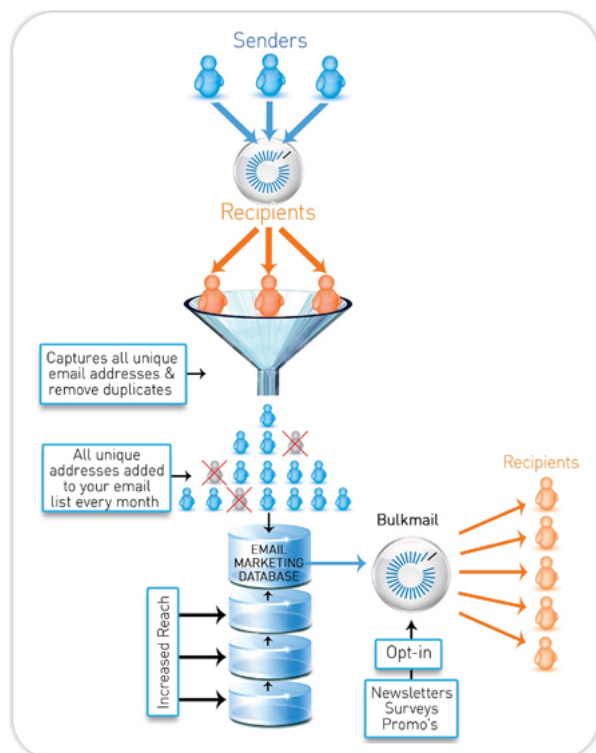


Rocketseed List Builder

Email 2.0 is the next generation of email and Rocketseed 21st Century technology delivers this new platform through its intelligent software and provides the platform for Rocketseed Mail and must-have modules such as Rocketseed Signature Manager and Rocketseed List Builder.

What is Rocketseed List Builder?

Rocketseed List Builder tracks every unique recipient that your organisation communicates with by email, in any given time period. This data can then be integrated into a bulkmail / newsletter tool to invite opt-ins to future mailings. As these recipients will have had a recent interaction with your organisation, the take up is often high.



How does Rocketseed List Builder work?

- Everyone in your organisation sends out every day emails as part of their day to day business communication.
- The list of the recipients of all those emails (the average user sends out 15,000 emails per year) is cleaned to remove all the duplicate addresses – Rocketseed List Builder does this for you automatically.
- All the new email addresses are extracted (i.e. the ones that you haven't contacted previously as part of Rocketseed List Builder) and the business is presented with a list of every new contact it has made.
- This list is fed into Rocketmailer (which will take care not to send a request to someone that has previously unsubscribed) and send out a suitable invitation to the list to opt-in.
- 'Rinse and repeat' for an up to date, highly targeted list of qualified newsletter recipients, increasing opportunities to cross and upsell your products and services.

Conclusion:

With the average employee sending 15,000 emails annually, a fully integrated everyday email marketing solution is one of the most significant steps an organization can take toward achieving brand superiority.

Rocketseed List Builder used in conjunction with Rocketseed Mail enables you to create a unique, targeted and highly relevant database of subscribers that have shown a real interest in your business, allowing you to integrate your entire marketing strategy across all platforms.

Why use Rocketseed List Builder:

- Our own research shows that if a person has received an email from an organisation in the recent past, they are predisposed to opting-in and becoming a subscriber – of course you still need to make an appealing offer in terms of the benefits of the subscription.
- Rocketseed List Builder accumulates email addresses of recipients who your organization makes contact with on a daily basis. These recipients are qualified, targeted and relevant.
- It's simple, automatic and effective.

Contact Us

info@rocketseed.com
www.rocketseed.com

+1 609 843 0522

+61 2 9959 5870

+44 207 706 9520

+27 11 513 4274

+27 21 872 2280 (sme)