



E-MAIL MARKETING ONLINE MARKETING SOLUTIONS

● Generate & Nurture More Leads

Why Email Marketing?

- Email Marketing offers the highest return on investment in online marketing, with \$40.56 for every dollar invested on average, according to the Direct Marketing Association.
- 73% of leads are not sales-ready. Email can help close these sales.
- Email is large and in charge. There are 3x as many email accounts as Twitter and Facebook accounts combined.
- 72% of people check their email 6 or more times a day.
- 81% of marketers use email for lead generation.
- Email Marketing is a cost-effective avenue for nurturing existing customers and gaining new ones

Why Databerry Email Marketing Software & Services?

- Simple consolidation of marketing programs in one dashboard for efficient monitoring and management
- Reliable deliverability, integrated with Amazon SES
- Comprehensive reporting tool interfaces with multiple APIs to send, receive and compile the most relevant data about your campaigns
- Effortless list management
- Professional layout of text and images with WYSIWYG Editor, no HTML knowledge necessary
- Inexpensive; it costs next to nothing
- Premium support

Track Your Success

The entire process is tracked in our proprietary email reporting tool and reports can be automatically sent to you. You'll get detailed email analytics including unsubscribes and subscribers who open emails.



Ask us about:

SEO, PPC, Email,
Social, Sales,
Software, Websites
and Local SEO



Don't Miss Out!

Nurture prospects. Engage customers.

Call us to manage your email marketing campaigns. Our email marketing platform includes everything you need to run world class email marketing campaigns with the added benefit of consolidating all of our online marketing programs in one place. We make creating content easy with our new features and even provide you with targeted email templates, free graphics, and writing services. We don't just offer software; we provide service. We train you on all of the steps that make your emails successful. It couldn't be easier.

Feature	Description
Track Individual Opens	You can now view individual opens of an email by a specific time period. You can also easily view how many emails were sent and can check out trends over time.
Immediate Autoresponders	You can now send an autoresponder campaign immediately.
Open Rate & Unsubscribe Rate	Alongside the number of emails sent and opened, you can see the conversion rate and the number of people who unsubscribed. This data will help you understand if your email was successful or particularly unsuccessful so you can adapt accordingly.
Better Usability	On the List Details screen, you can now easily add or unsubscribe people to your lists. You can also do this in bulk.
Bounce/Error Rate	You can check out aggregate errors, trends in errors, and individual bounces so that you have the opportunity to correct the problem, get emails to more people, and get a more accurate read on your open rate.
Image Upload	You can either upload your own image or an image from the Databerry professional stock image library. You can place it where you want; you don't need to know HTML.
Template library	Choose from a variety of templates. Create your own content or edit ours and send.

The image shows a grid of eight email templates with various designs and colors. Below the grid is a bar chart with a line graph overlay. The x-axis shows dates from 11/18 to 4/19. The y-axis represents the number of emails sent and opened. Blue bars represent 'Emails Sent' and red bars represent 'Emails Opened'. A green line graph shows the trend of opens over time.

Date	Emails Sent	Emails Opened
11/18	10	5
12/18	15	8
1/19	20	12
2/19	30	18
3/19	25	15
4/19	35	25

A pie chart showing that 74% of emails were opened. The chart is divided into two sections: a purple section representing 74% (Opened) and a green section representing 26% (Not Opened).