



Who doesn't want to sell their product, bring more sales to the table, cut costs and track every piece of marketing literature sent out for an accurate ROI? Smart business owners know that reliance on a good opt-in email marketing program can be used almost exclusively to market products and bring in those sales. More importantly smart businesses select a list hosting vendor who can provide the needed tools for advanced list segmentation, comprehensive analytics and reporting, and resolving deliverability issues. Smart business owners have turned to Dundee Internet Services, Inc for their email list hosting needs.

Many Dundee list owners send out email campaigns, some daily, and some weekly and find their list growing to an impressive number of opt-in recipients. Many list owners, since becoming a Dundee Internet Services customer, have found their average web sales have dramatically increased. List owners can email to their customers (subscribers) with a variety of emails using their own customer list without an extraordinary added expense to their company. This is because of the significant cost savings of switching their email campaigns to Dundee Internet Services and eliminating the need for in-house internal mail servers, mailing list management software, Internet bandwidth, and other in-house associated costs.

The mailing list management (MLM) software Dundee Internet Services relies on is the high powered MLM application called Lyris ListManager. Companies using Dundee Internet Services' email list hosting services have recognized that the Lyris ListManager is an extremely effective tool for implementing email campaigns and automating many key MLM functions. Consequently, many customers have seen significant increases in their marketing ROI after switching to Dundee Internet Services.

Dundee Internet Services manages and distributes email newsletters regularly on behalf of its customer base to several millions of subscribers. With the list segmentation and demographic tools and features Lyris ListManager offers, many of Dundee Internet Services customers target their mailings for better results; for example, mailing to people who had made purchases and people who had not. Segmentation allows any company to email more targeted mailings to a growing subscriber base and include different levels of tracking the results.

Dundee Internet Services customers find they can use targeted mailing more efficiently as Lyris ListManager allows great flexibility with the member list for each list owner. List owners can add any kind of variable needed, any custom field, to any member record. List owners find they can create a segment based on one or a number of variables and directly target that segment. Dundee's list owners agree that the ease with which they can do this is astounding.

Another problem most list owner's encounter is solved by using Dundee Internet Services list management services is the ability to diagnose bounce problems. If a list owner discovers deliverability problems, they can find out immediately what the problem is because each list owner has access to a live report using the built-in email deliverability tool that tells and graphically shows what their email delivery rates are. They have the ability to open a log that shows them which emails are bouncing, and almost instantaneously, they can see what the problem is. Using Dundee Internet Services with Lyris ListManager software, it's easy to see potential problems. Using other email programs and list hosting vendors, list owners have found that discovering potential problems can literally take weeks! Timeliness of reporting is definitely an important benefit to the business owner using Dundee Internet Services for email list hosting.



About Dundee Internet Services, Inc:

Founded in 1996, Dundee Internet Services, Inc (www.dundee.net) provides leading edge email marketing software solutions to several hundred customers worldwide. They offer email list hosting using the Lyris ListManager software--a set of powerful tools for opt-in email marketing, list management, database segmentation, and deliverability assurance. Dundee Internet Services, Inc offers both hosted and software versions for publishing email campaigns, newsletters, and discussion groups. Dundee Internet Services was the first ISP on the planet to purchase the Lyris ListManager application--we've been commercially hosting Lyris ListManager lists longer than anyone else. Headquartered in Dundee Michigan, Dundee Internet Services, Inc is a privately owned corporation providing technology solutions to marketers at mid-size businesses.