



Dundee Diamond Marketing

List/Hosting features and benefits

	Dundee Platinum	Dundee Diamond	Order Now!	
List Administration				
Automated bounce handling to keep your lists clean	x	x		
Compare list against suppression or banned email address lists	x	x		
Custom branding for email domain system and error messages	x	x		
Email and web-based unsubscribe for recipients	x	x		
Grievances handled with automated complaint processing	x	x		
List Administration Web Interface	x	x		
One-click confirmed opt-in functionality in email or web	x	x		
Tiered encrypted password protection	x	x		
Demographic data fields	x	x		
Content Creation				
Convert and validate content, links	x	x		
Create text, HTML, or multipart MIME messages and attachments support	x	x		
Dynamic, conditional content and advanced content scripting	x	x		
Edit HTML messages with enhanced HTML editor	x	x		
Include email or web surveys with survey wizard	Multiple Questions	Multiple Questions		
Perform basic mail merges	x	x		
Perform enhanced mail merges, all fields	x	x		
Perform spam analysis	x	x		
Image Library	x	x		
Rich media insertion	x	x		
Use pre-built HTML templates, or build your own with the HTML template builder	x	x		
Campaign Building				
Build segment queries using the Lyris Query Builder	x	x		
Clickthrough and clickstream segmentation	x	x		
Create, preview, save, export, and download segments	x	x		
Perform segmentation based on survey responses	x	x		
Query builder / segment wizard	x	x		
Segment based on demographic data	x	x		
Test message using A/B split-testing	x	x		
Create triggered and sequential mailings	x	x		
Set recency and frequency limits to prevent list fatigue	x	x		
Online and Offline purchase tracking & reporting	x	x		
Customer interest analysis	x	x		
Sales Cycle & abandonment tracking	x	x		
Web Traffic analysis	x	x		
Total mailing analysis view	x	x		
Set Behavior driven database updates	x	x		
Report and Tracking				
At-a-glance stats and trends on most recent mailing	x	x		
Blacklist monitor and complaint checking	x	x		
Clickthrough and clickstream tracking	x	x		
Custom chart builder	x	x		
Demographic analysis	x	x		
Forward tracking	x	x		
HTML open detection/sniffer	x	x		
Individual member reports	x	x		
Pre-built reports on mailings and list activity	100+	200+		
Real-time mail queue analysis	x	x		
Refer-a-Friend functionality and tracking	x	x		
Click Tracks Web Analytics Intergration	x	x		
Advanced Analytics				
Online and offline purchase tracking and reporting	x	x		
Customer interest analysis	x	x		
Sales cycle and abandonment tracking	x	x		
Web traffic analysis	x	x		
Optional Features				
Automatic ODBC data synchronization	\$25	\$25		Set up fees \$150
Email Advisor Reports	\$60/\$50	1 audit included#	\$50 per additional	\$60
One on One Service	\$75	\$75	Hourly Rate	none
Calculator				
	Dundee Platinum	Dundee Diamond	Order Now!	
Initial Setup Fee *	\$40	\$100		
Monthly Recurring Fee (unlimited list members) **	\$75	\$75		
Monthly messages included **	25000	25000		
Volume Surcharge (per 1,000 emails per month-no limit) *****	\$0.99	\$3.00*		
*current Dundee List customers call first				
***** Volume surcharge based on 10K message unit size (Dundee Diamond based on 20K message unit size)				

Call toll-free for personal assistance:
1-888-222-8485