



MASS MAILING

Integrated in the Janusmail administrative console, the mass mailing module allows you to send massive e-mails without risking being mistaken for spammers.

The service includes template customization, analysis of results and several other tools useful for mass communications.

CONTACT MANAGEMENT

Unlike other products that work exclusively on distribution lists, Janusmail provides for the management of a contact list.

This setting allows you to verify the correctness of the contacts entered, manage requests for consent for sending commercial emails and easily manage the opt out by users of the newsletter.

The contacts can be categorized on 3 levels, and added to different distribution lists on the basis of the categories but also of other parameters such as address and to organize diversified mailings.

FIXED OR DYNAMIC DISTRIBUTION LISTS

Janusmail allows you to quickly create a distribution list by uploading contacts directly, or by selecting them from the contact list.

The dynamic distribution lists also allow you to define the characteristics that the recipients must have and then simply work on the contacts, while the system automatically updates the list.

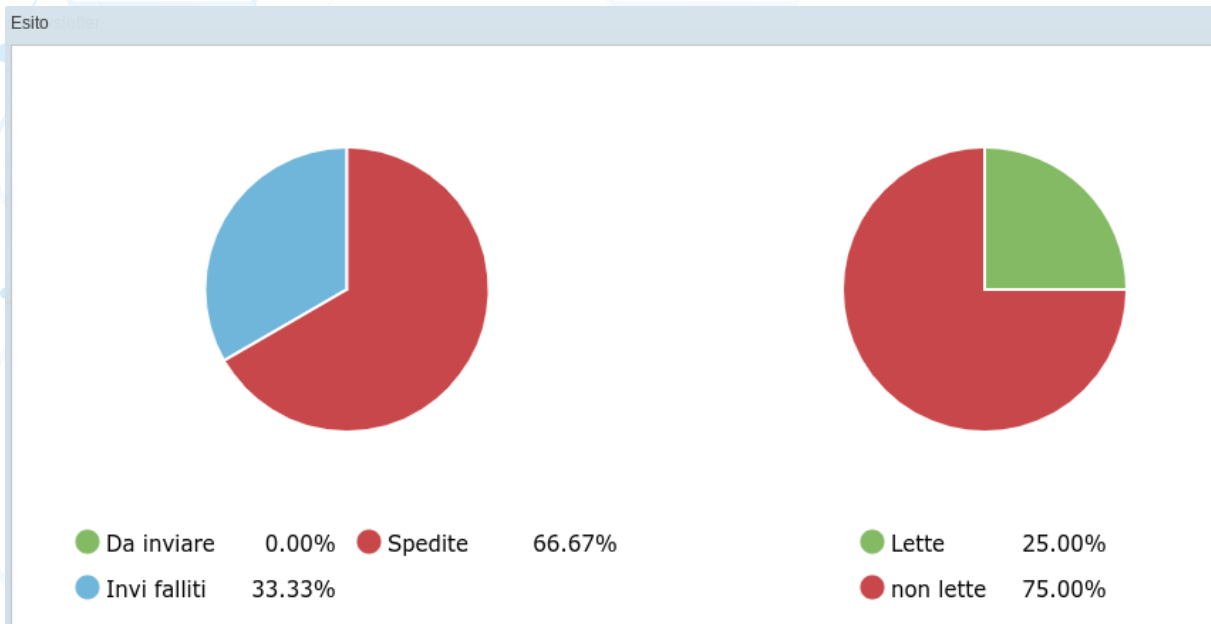


AUTOMATIC SENDING AND REPORT

Janusmail allows you to schedule the date and time of sending the communication.

It also allows you to send models side by side of the same email in order to evaluate the most captivating one.

The reporting system indicates the percentages of emails sent and read, and the detail of sending errors based on the number of attempts.



| Inviata il | Stato | Dettaglio stato spedizione | Tentativi |
|--------------------------|---------|--|-----------|
| 2020-04-10 18:31:25.0 | SENT | Mail succesfully sent to a.colombo@wisefrogs.com | 1 di 3 |
| 2020-04-10 18:31:25.0 | SENT | Mail succesfully sent to a.rano@wisefrogs.com | 1 di 3 |
| 2020-04-10 18:31:26.0 | SENT | Mail succesfully sent to adrianoroversi@assipavia.it | 1 di 3 |
| 2020-04-10 19:32:31.0 | TIMEOUT | Unable to reach remote mail server: Time-out reached | 3 di 3 |



GDPR COMPLIANT

In compliance with the European regulation 679/2016 for the protection of personal data, Janusmail not only **automatically** verifies the existence of an email address entered in the mass mailing address book, but automates the consent request system, recording the confirmation or blocking the sending email if the user has not granted it.

It also allows you to know when and how many attempts have been made to obtain it, and automatically registers the revocation ("opt out") made by means of a specific link on the emails sent, preventing newsletters or other commercial messages from being sent without consent.

The revocation can also be selective: a user can request not to receive a certain newsletter while maintaining another one. In this case, the system will only prevent the sending of the first newsletter.