



thankQ bulk email

If you regularly send large volume email campaigns, you will be pleased to know that thankQ provides an integrated bulk email option via Microsoft Outlook as standard. However, for a more sophisticated service and additional features, you might want to consider thankQ's SMTP server based bulk email module. Below, we outline the features and benefits of each option so you can decide which is right for you.

Option 1 - via Microsoft Outlook

This is a standard option in thankQ and is included in the CRM module licence and implementation costs. With thankQ's integration with Microsoft Outlook you can:

- segment and automatically log emails through thankQ mail manager
- fully personalise the content of your emails
- send hundreds of emails at once
- set-up and re-use templates.

Option 2 - via an SMTP email server

This is available as an optional extra in thankQ (versions 7.5 and later) and incurs additional licence and implementation costs. In addition to all of the features mentioned above, with SMTP server based bulk email integration you can:

- send thousands of emails including attachments
- send html or plain text emails in response to user preference
- send emails directly via an SMTP server
- fully control an email's 'reply to' address and the sender's name in thankQ
- decide when to send the emails and control the batch size for each send
- automatically track reads, click-throughs and unsubscribe requests
- automatically process unsubscribe requests
- manage all types of bounce backs (returned emails) via use of the Boogie Bounce API.

Plus, thankQ functionality can enhance your email communications

Having an SMTP based bulk email engine which is fully integrated with thankQ closes the loop, bringing together selection, creation and feedback into a single place - something that you simply could not achieve with a third party standalone product. The many advantages include:

- advanced contact loading and segmentation options within thankQ
- the ability to use mailing preferences and mailing control flags
- the option to produce fully personalised emails based on thankQ data
- automatic on-demand de-duplication of recipients
- simple follow through to manage bounces, un-subscriptions and logging in communication histories
- efficient processing
- detailed reports on email campaign effectiveness.

