



Create beautiful templates using our Template Builder >

Now anyone can build rock-solid templates optimised to look great in both desktop and mobile clients - without any coding knowledge!

Design emails with your favourite tools >

Built with designers in mind, you can create your email designs using your favorite tools and then import them into your account with the click of a mouse.

No ugly logos or links

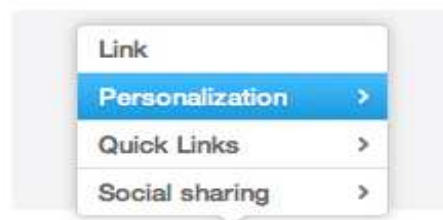
We never uglify your email by inserting our own logo or links. We hate that stuff!

Mobile-Ready Templates >

All our custom templates have been lovingly designed to cater for both desktop clients and mobile devices. So when using our Template Builder, you can easily switch between the desktop and mobile view to see how your designs will appear on both sizes.

Free template gallery for design inspiration >

We've plenty of design advice and a gallery of inspirational examples to help you create something awesome.



Personalise your emails

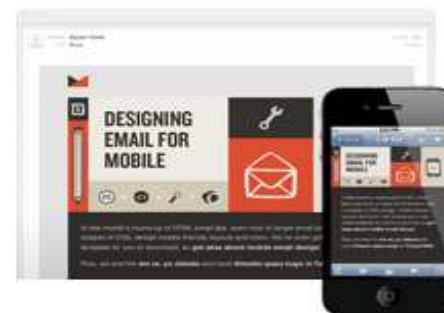
Make it personal by inserting your subscribers name or a product they purchased using our own [template language](#).

Build re-usable templates >

With a few simple tags you can turn any HTML page into a re-usable email template.

A/B Split testing >

Easily test two variations of your email campaigns, then send the best performer!



Inbox Preview - See your emails before you send >

See screenshots of your email in over 20 different clients before you send your campaign.



Spam Testing

We'll run your campaign through popular spam filters at the desktop, server and firewall level before you send it.

Quick changes? Update campaigns in-browser >

Make a quick updates to an email by editing the code directly within the browser - no need to re-import your templates!

We automatically move your CSS inline

We'll automatically move all your CSS inline for the best results in email clients like Gmail and Outlook



We'll archive all your sent campaigns, free! >

Add a line of code to your site for a full archive that automatically updates

Elegant Editor >

Either you or your client can quickly update your emails from within your browser.



Autoresponders and drip campaigns >

Quickly build and schedule automated welcome messages, birthday greetings and other date-based campaigns.

RSS to Email >

Sending monthly blog updates or looking for a way to integrate your website content into your newsletters? Schedule delivery every time you update your RSS-enabled website.

Top notch deliverability

Authentication, relationships with ISPs, industry-leading mail servers and more ensure your emails are delivered.

Send in any time zone

Take full control over when your subscribers will receive your campaigns.

Secure and smart

You can rest safe in the knowledge that we take security and deliverability extremely seriously. With redundancy at every layer of our application, you're protected against any type of hardware failure.

DomainKeys and Sender ID

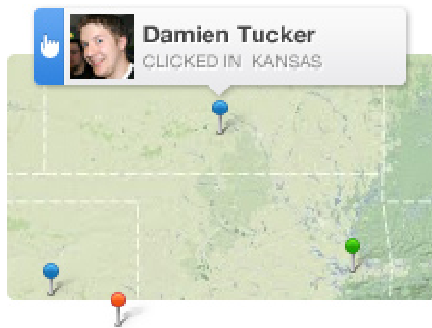
Improve your deliverability with email authentication - which will give your campaigns the best possible chance of reaching the inbox.

ISP feedback loop integration

We're integrated into the feedback loop of ISP's like Yahoo, Hotmail and AOL. So if a subscriber marks you as spam, we'll remove them from your list automatically.

Lightning-fast CDN

We host all your email images on our own servers for free. What's more, they're delivered via our super-speedy worldwide content delivery network!



Clicks and opens >

In addition to showing you exactly who opens your campaign, you can instantly see how your design is performing with click overlays. See which links are being clicked, and spot trends to see what's working!

Track conversions and ROI

Our suite of in-depth reports allow you to see exactly how well your email campaigns are performing - and even export the results to Excel.

See what email clients your subscribers are using >

Our email client report takes the guesswork out of which email clients your subscribers are using. We'll show you a full breakdown, saving you time and frustration with design and spam testing.

Worldview >

Experience a whole new way of meeting your subscribers. Every time you send a campaign, we'll show you who is opening it, clicking links, forwarding it to their friends, liking it on Facebook or mentioning it on Twitter. All this is shown on a map, in real-time, all wrapped in a gorgeous UI.

Compare your campaigns

Spot trends by comparing opens, clicks and more for multiple campaigns at once.

Unsubscribes and bounces

See who unsubscribed, and whose emails got bounced. We'll automatically take care of the rest - either by removing an unsubscribed person from your list, or by re-sending your email if it bounced.

See your campaign reports on the go

Get full access to all your reports on any web-ready mobile device. See opens, clicks and bounces for all campaigns in our simple and easy-to-navigate mobile interface!

Powerful and stunning reports on just about anything >

Track the opens, clicks, forwards, unsubscribes, bounces and so much more.

Integrate Google Analytics with your campaigns

Automatically track your campaign related sales and conversions in Google Analytics.

Spam complaint reports

Integration with Yahoo!, Hotmail and more mean we can report on any spam complaints your subscribers make.

Export to Excel

Easily export all reporting data to Excel for offline storage or further analysis.

Customise everything!

Change the look and feel of the entire signup and unsubscribe process.

Add a form to your site

Use our simple form builder to create signup forms you can easily add to your site.

Subscription confirmations

With just one click, you can ask your subscribers to confirm their email address when signing up to your list.

iPad Signup App >

Our integration with the popular [Counter Culture](#) signup app makes it easy for anyone to join your list right from an iPad. It's perfect for your store checkout, an event, or anywhere else people might want to join your list.



Subscriber Snapshot >

Put a face to a name with our subscriber snapshot. We'll give you a full run-down of activity, location and more for every subscriber in your list.

Unlimited number of lists

Create as many lists to group your subscribers as you need - and we'll automatically handle all new signups, unsubscribes, bounces and spam complaints seamlessly behind the scenes.

Easily manage your subscribers >

We take the hard work out of managing your subscribers. Whether your subscribers add themselves, or you import 5,000 at a time - we've got the tools to keep everyone in order.

Suppression lists

We take care of suppression behind the scenes, so you'll never pay to send email to subscribers who have unsubscribed, bounced or marked you as spam in the past.

Import your subscribers with one click

It doesn't matter whether you're importing 10 people, or 10,000... from a spreadsheet or manually. However you roll, we've got you covered.



Segments >

Use our simple tools to create groups of subscribers based on your own criteria - then send targeted campaigns for maximum effectiveness.

Preference centers >

Offer more than just an unsubscribe button - let your recipients manage their own subscription preferences.

Track subscribers via RSS

Track new subscriber activity for any of your lists without needing to login.

Export to Excel

Select the fields and export any list in your account straight to Excel for offline storage and further analysis.

Custom fields >

Store anything you like on subscribers and easily insert them into email content.



Real-time Conversations >

When a subscriber opens your email, we'll show you exactly where they are in the world. Get to know your subscribers like never before.

Social Reporting >

We report every 'Like' and 'Tweet' your campaign receives as part of our stunning reports. So now you can see not only which subscribers are sharing with their friends, but what they're saying about you



Facebook Subscribe >

Install our Facebook app and let your fans subscribe directly from your Facebook page! We've even got a free whitelabel version too, if you'd prefer to be completely branded.

Forward to a friend

Let your recipients spread the word virally with forwards, and we'll track the results for you.

Social Sharing >

We make it easy for you and your subscribers to virally share your campaigns on Twitter and Facebook.