



Can your email marketing partner provide all these?

Core Feature	TaguchiMail	Your Vendor
<p>Optional real-time optimization of email broadcasts, based on split-tested results. The sophisticated TaguchiMail algorithm enables multi-variate* testing in real time, so that it automatically selects the most effective combinations of:</p> <ol style="list-style-type: none"> 1. Subject lines 2. "from" addresses 3. Captions 4. Graphics/Pictures 5. Sub-captions 6. Body copy 7. Call to action messages 	<p>The diagram illustrates a multi-variate testing process. Three email variants are shown at the top: Variant A (Caption/Offer A, Image A, Copy A, Call to Action A), Variant B (Caption/Offer B, Image B, Copy B, Call to Action B), and Variant C (Caption/Offer C, Image C, Copy C, Call to Action C). Red arrows from each variant converge at a central point, and a single red arrow points down to a selected variant (Caption/Offer C, Image A, Copy C, Call to Action B), representing the algorithm's selection of the most effective combination.</p>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
<p>Interface</p> <ol style="list-style-type: none"> 8. Secure access to the TaguchiMail web interface, protected with industry standard SSL* encryption 9. Per-user access privileges 10. Designated proof and approval lists, with approval enforced in the user interface 11. Full email templating and automatic message generation from RSS* or other sources 	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
<p>Email Templates</p> <ol style="list-style-type: none"> 12. SMS functionality available via the standard User Interface 13. Email headers can be customised and personalised, with full Unicode* support 14. Assembly of text, HTML and attachments from within the user interface 15. Images and message source hosted securely, on a dedicated server 16. Optional FTP* access to images and other assets stored on the server 	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
<p>Subscriber Profiles</p> <ol style="list-style-type: none"> 17. Advanced subscriber profiling and database segmentation capabilities 18. Optional automatic correlation analysis between subscriber attributes and behaviour, enabling deeper targeting and reporting 19. Storage and analysis of subscriber behavioural data [RP]*, in conjunction with demographic and survey data [SP]* 20. Provision of standard subscriber , unsubscribe, update details, and refer-a-friend forms 21. Email personalisation and customisation based on subscriber data, including past behaviour and automatic segmentation results 22. Optional API access to all subscriber data 	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
<p>Segmentation</p> <ol style="list-style-type: none"> 23. TaguchiMail analyzes patterns in previous purchase or user behaviour to accurately identify "Upsell" opportunities, eg determining that people who purchase "product A" or who read "content article 1" are most likely to purchase "product B" or be interested in reading "content article 1". 	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<p>Clustering</p> <ol style="list-style-type: none"> 24. TaguchiMail can define particular behavioural and/or profile clusters to provider deeper database segmentation, enabling optimal targeting of marketing campaigns and one-to-one customer promotions and communication 	<input checked="" type="checkbox"/>	<input type="checkbox"/>

Definitions* Multivariate - technique for testing hypotheses on complex multi-variable systems, especially used in testing market perceptions. SSL - Secure Socket Layer. RSS - Really Simple Syndication. Unicode - Unicode is an industry standard allowing computers to consistently represent and manipulate text expressed in most of the world's writing systems. FTP Access - File Transfer Protocol Access. Behavioural data [RP] - Revealed Preference. Survey data [SP] - Stated Preference. API - Application Programming Interface. EDM - Electronic Direct Mail. ISP - Internet Service Provider. SLA - Service Level Agreement. SAAS - Software As A Service

Can your email marketing partner provide all these?

Core Feature	TaguchiMail	Your Vendor
Technical Performance		
25. Developed and maintained in Australia (with US Patent Pending)	<input checked="" type="checkbox"/>	<input type="checkbox"/>
26. US hosting standard with on site hosting available	<input checked="" type="checkbox"/>	<input type="checkbox"/>
27. Fully customisable application software	<input checked="" type="checkbox"/>	<input type="checkbox"/>
28. Scalable up to 2 million messages per hour throughput	<input checked="" type="checkbox"/>	<input type="checkbox"/>
29. Automatic bounce and unsubscribe management	<input checked="" type="checkbox"/>	<input type="checkbox"/>
30. Advanced API facilities integration with customer websites and CRM systems	<input checked="" type="checkbox"/>	<input type="checkbox"/>
31. End to end Unicode support enables multibyte characters to be used in email content, headers, and subscriber databases	<input checked="" type="checkbox"/>	<input type="checkbox"/>
32. Easy deployment of e-newsletters, EDM campaigns, or viral communciations, with end-to-end tracking of opt-ins, referrals and interaction	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Email Distribution Management		
33. Automatic bounce management, based on a comprehensive database of ISP* response codes	<input checked="" type="checkbox"/>	<input type="checkbox"/>
34. Hierarchical unsubscribe functionality, customizable on a per-broadcast, per-list basis (enabling cross-promotion and list pooling)	<input checked="" type="checkbox"/>	<input type="checkbox"/>
35. Redirection of non-automated responses to a user designated email address	<input checked="" type="checkbox"/>	<input type="checkbox"/>
36. Per-ISP message queueing, with a constantly-evolving database of ISP connection best practices	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Anti-Spam and Sender Reputation Management		
37. Optional preflight spam checks across all leading ISP's provided via Return Path, the global leader in email reputation management	<input checked="" type="checkbox"/>	<input type="checkbox"/>
38. Full compliance with the Australian Spam Act 2003 and the US CAN-SPAM Act	<input checked="" type="checkbox"/>	<input type="checkbox"/>
39. Optional sender reputation reporting and blacklist monitoring provided via Return Path	<input checked="" type="checkbox"/>	<input type="checkbox"/>
40. Optional access to Sender Score Certified, the world's largest whitelist program, supported by Microsoft, AOL, and others	<input checked="" type="checkbox"/>	<input type="checkbox"/>
41. Support for DKIM, DomainKeys, SPF and SenderID email authentication technologies	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Database Management		
42. Support for automatic or manual database segmentation	<input checked="" type="checkbox"/>	<input type="checkbox"/>
43. Database management user interface, with all functions optionally available via our API	<input checked="" type="checkbox"/>	<input type="checkbox"/>
44. Manual or automated bulk upload and download functionality available	<input checked="" type="checkbox"/>	<input type="checkbox"/>
45. All subscriber data stored on a dedicated server with redundant storage and daily back-ups, or optionally on-site	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Reporting and Analysis		
46. Industry standard reports available, updated in real time	<input checked="" type="checkbox"/>	<input type="checkbox"/>
47. Dedicated viral campaign dashboards	<input checked="" type="checkbox"/>	<input type="checkbox"/>
48. Powerful analysis interface provides real time, unlimited-depth segmentation capabilities across all subscriber databases, with up to 50 million records	<input checked="" type="checkbox"/>	<input type="checkbox"/>
49. Real-time reporting of split-test and optimisation results	<input checked="" type="checkbox"/>	<input type="checkbox"/>
50. Lists analysis tools provide growth over time, behavioural trend, and segment detail views	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Maintenance and Support		
51. Account Management, support, R&D and production staff all based in Australia	<input checked="" type="checkbox"/>	<input type="checkbox"/>
52. Comprehensive SLA*	<input checked="" type="checkbox"/>	<input type="checkbox"/>
53. Product roadmaps available	<input checked="" type="checkbox"/>	<input type="checkbox"/>
54. Distributed SAAS* architecture enables patches and upgrades to be deployed at optimal times for the client	<input checked="" type="checkbox"/>	<input type="checkbox"/>



Definitions* Multivariate - technique for testing hypotheses on complex multi-variable systems, especially used in testing market perceptions. SSL - Secure Socket Layer. RSS - Really Simple Syndication
 Unicode - Unicode is an industry standard allowing computers to consistently represent and manipulate text expressed in most of the world's writing systems. FTP Access - File Transfer Protocol Access
 Behavioural data (RP) - Revealed Preference. Survey data (SP) - Stated Preference. API - Application Programming Interface. EDM - Electronic Direct Mail. ISP - Internet Service Provider. SLA - Service Level Agreement. SAAS - Software As A Service