



Put customer data to work and automatize procedures

Communicate smartly: SmartSerialMail at JAM Software

Challenge

- Email is a vital means of communication in a business setting.
- International customers are contacted via newsletter.
- Automatization of as many tasks as possible is key.

Solution

- JAM Software uses SmartSerialMail for email communication.

Profile

JAM Software was founded in 1997 by Joachim Marder. The company has been very successful in software development and software sales ever since. The software is sold via a company-owned online shop and a network of international resellers. The complete product range can be tested free of charge for 30 days in fully functional trial versions. JAM Software's customer base includes about 80% of the top 100 international companies. Partnerships with renowned software and hardware developers such as Microsoft, Intel, and IBM speed up the optimizing and updating process.

www.jam-software.com

JAM Software is a medium-sized company with an international orientation. Thousands of international customers buy and use software solutions created by the Trier-based company. The most important medium of communication between developers and customers is the email. Emails are not only used for support and sales but also as a mighty marketing tool.

JAM Software created its own email communication solution: the email marketing software SmartSerialMail.

The software offers:

- **Different import options for recipient addresses** - Excel, Access, CSV, SQL etc.
- **Data security** - Recipient lists never leave the company's own network.
- **Design options** - Users should not be limited to a set of templates, the CI has to be realizable.
- **Emailing options** - Fully configurable emailing options with:
 - segmented dispatch for long recipient lists
 - parallel and timed dispatch
- **Flexible placeholders** - utilize customer data to change content:
 - select email text according to language
 - insert country-specific content
 - manage recurring elements centrally (imprint, company logo)
 - use values of recipient list for personalization (name etc.)
- **Teamwork** - sales and marketing team create newsletters together

SmartSerialMail is available in three editions, one of them a freeware. JAM Software uses the Enterprise Edition and profits from the many features designed for business usage.

A Question of Security

Legally relevant content such as the company imprint needs to be up to date at all times. Depending on the laws of the country a business operates in, incorrect imprint information leaves a company open to costly lawsuits. With SmartSerialMail one single template can be managed centrally. This minimizes workload and prevents errors often caused by manually adding the content again and again.

Secure handling of customer data was another requirement that caused JAM Software to create their own serial email solution. "Handing over **Store customer information locally** sensitive data to an external provider was a no-go." states Joachim Marder, CEO of JAM Software. "The only way to make sure our customers' information is safe is storing it on our own, secure servers."

Working as a Team

SmartSerialMail facilitates teamwork. While the sales team manages recipient lists in the customer database the marketing team creates newsletter content. Work at each newsletter project is not limited to one single user at a time: SmartSerialMail is database-based and enables users to work simultaneously.

JAM Software uses different sending profiles. While the sales team sends out newsletters and information emails using a designated account, product-specific mailings (such as information regarding updates ready for download) are sent from the respective team accounts. This way, answers automatically reach the correct contact and recipients will never be confused.

Creating the JAM Software Newsletter: a Use Case

JAM Software's quarterly newsletter is created in several steps. Sales team and marketing department work hand in hand to create an informative mailing and keep international customers up to date on new developments.

Managing Recipient Lists

Source of all recipient data is JAM Software's customer database. Each set of customer information notes whether the customer prefers to receive only product-specific information (such as reminders of new updates he or she can download for free) or whether additional information is welcome. A record also includes the email address(es), the name(s) of the contact(s) at a company, preferred language, and a list of products the customer has bought in the past.

Customer data is imported to the SmartSerialMail address lists via database views. The following information are saved to the lists:

- email address
- customer number and user name
- first and last name
- state (Germany, other EU country, non-EU country)

SmartSerialMail automatically removes address duplicates on import to make sure each email address only receives one email.

JAM Software communicates with customers in English and German – all software is available in both languages. Based on the selected language (English/German) two lists are created.

Blacklists

JAM Software uses two blacklists to minimize the number of failed deliveries and to ensure that a customer never receives an information email after cancelling the newsletter subscription. The blacklists contain:

- bounced email addresses
- blocked email addresses

Once a customer communicates that he or she does not wish to receive emails or even sends a cease-and-desist order, a secure blocking mechanism is required. Once a C&D letter has been accepted, even a single stray email can turn out to be a costly mistake.

SmartSerialMail's blacklists are an easy way to avoid such blunders. No emails will be sent to blacklisted addresses, even if they appear on a recipient list by mistake.

Advantages

- Work flexibly: Create and re-use your own templates.
 - Complex placeholder operations facilitate automatized creation of personalized emails.
 - Different departments work on the newsletter simultaneously.
 - Sophisticated dispatch options can be adapted to meet internal demands and match the existing infrastructure.
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Heed cease-and-desists letters



Even entire domains can be blocked via placeholders. The entry "`*@sample-domain.com`", for example, removes all addresses on `sample-domain.com` from every future email dispatch process.

Newsletter Content

Each newsletter is based on an HTML template created by a graphic agency. The template can be modified at any time in the integrated HTML editor. The marketing department creates content for each newsletter.

JAM Software utilizes the open source tool **Piwik** to measure the effectiveness of marketing activities. Non-personalized tracking links are added to all images and links embedded in the newsletter. This way, reach and effect of newsletter can be traced without gathering personal data about the customers. This was important information can be collected and evaluated without infringing data protection laws. All required tracking parameters are managed centrally in SmartSerialMail.

Images are embedded in the content and downloaded from the company webserver. This reduces the size of each dispatched email significantly and lessens server load.

Personalize content automatically ”

Customer is Key: Personalize Content With Placeholders

To facilitate easy access to the products and increase ease-of-use, placeholders are added to links to the online shop and the offers section. They communicate a recipient's customer number and user name to the page when the link is clicked. A login only requires the customer's password.

It goes without saying that each recipient is addressed by first and last name with the help of integrated placeholder functions.

Manage Content With Placeholders and Quick Parts

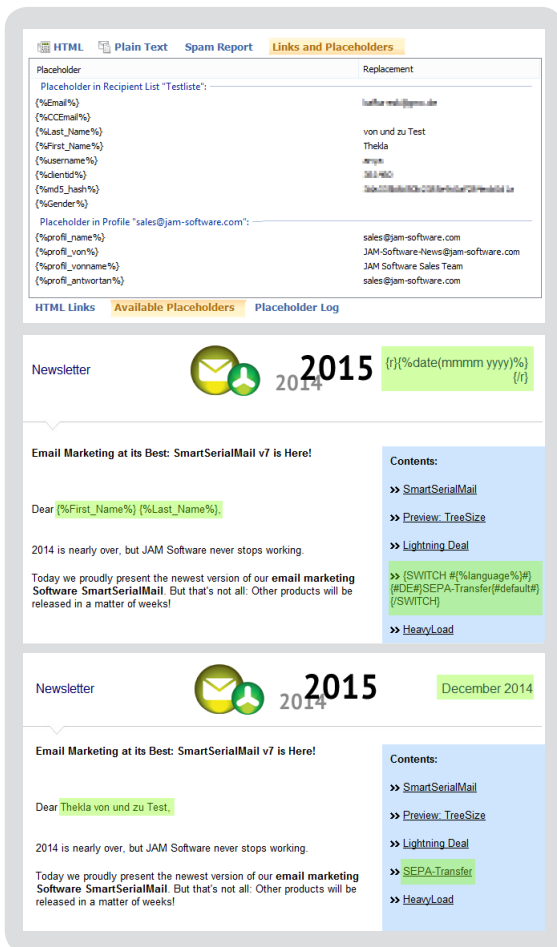
Certain elements are the same for each newsletter and do not require frequent changes. Imprint, header, and partner information are managed as global quick parts at JAM Software.

While a big part of the quarterly newsletter is simply typed in the HTML editor, certain content is added via product- or newsletter-specific quick parts. Information concerning the banking software SEPA-Transfer, for example, are only relevant for German customers, since the software was tailored to German banking standards and cannot be used internationally. Thanks to the flexible placeholder structure SmartSerialMail inserts a SEPA-Transfer quick part for German customers only.

The Finished Newsletter

SmartSerialMail creates a preview of the finished newsletter by combining the template, content, quick parts, and recipient information. The preview also highlights errors that have to be fixed before emails are sent out, such as unresolvable placeholder functions.

Another important tool for optimizing mailings is the integrated spam report. SmartSerialMail uses the well-known antispam software SpamAssassin to rate the newly created emails and



Placeholders in the placeholder overview and editor are replaced by the selected content for preview and email dispatch. The template is used to create a personalized email for each recipient.

Case Study SmartSerialMail



lists reasons why they might be falsely recognized as spam. If the advice is taken into consideration and the email content is changed accordingly the delivery rate of newsletters will increase markedly.

Email Dispatch

JAM Software sends out the newsletter to a huge number of recipients. Emails are sent out over the course of three days. This way, errors can be fixed and the server load is lightened. Customers that have not received an email yet are selected in the address lists via the filter feature. The filters enable users to segment the list precisely.

The marketing team sets the start of the sending operation for the early morning, to make sure that the newsletter does not reach its recipients late in the day. Emails are dispatched via the company's webserver, up to 16 parallel threads are used.

After Dispatch

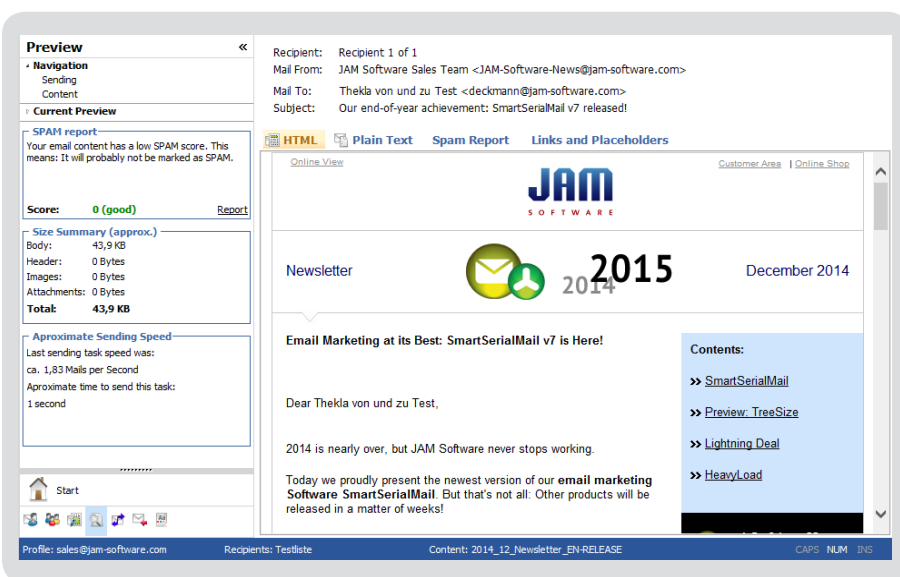
Once all emails are sent the sales team collects bounce emails (undeliverable emails). The addresses are added to the bounce blacklist and will not receive any email from now on. SmartSerialMail only counts permanent bounces: if an email was not delivered on account of an overflowing inbox it will not be blacklisted.

Blacklisting inactive addresses further reduces server load since fewer emails are sent out and much fewer bounce emails have to be processed.

The Perfect Solution

SmartSerialMail facilitates fast and flexible email communication and is tailored for use in a business environment. Communication with customers and email marketing are automatized, data protection is guaranteed.

Different departments work together smoothly to create and send mailings, all resources and customer data are used optimally.



The preview shows the finished newsletters. All placeholders have been replaced by the matching content, the spam report helps prevent false spam recognition by spambots.

Technical Data SmartSerialMail

Versions: Enterprise Edition (all features), Small Business Edition (slightly reduced feature range)

Use: Email communication for information and marketing purposes with national or international customers

Operating systems: Windows 8.1, Windows XP/Vista/7/8, Windows Server 2012 R2, Windows Server 2003 - 2012 (supports Outlook)

Database: Integrated database or MSSQL

www.jam-software.com/smartserialmail

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