



# Email Sauce

Email and newsletter marketing

*Staying in touch with your customers is an important element in any marketing campaign, whether online or in the real world. With Email Sauce, Sauced Out's newsletter system, we make the process of using email marketing very simple while giving you the most advanced features available from any email marketing system.*

## Features

### *Creating and sending emails*



#### **Personalization**

Make it personal by inserting your subscribers name.



#### **Forward to a friend**

Let your recipients spread the word virally and we'll track the results



#### **Simple editor**

Send your own campaigns with ease.



#### **Only pay when you send**

Simple pricing that means you only pay when you send, no hidden fees.



#### **Send in any time zone**

Full control over when your recipients will receive your campaigns.



#### **Free campaign archive**

We'll add a line of code to your site for a full archive that automatically updates.



#### **Powerful reports**

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



#### **Google Analytics**

Automatically track your campaign related sales and conversions in GA.



#### **Top notch deliverability**

Authentication, relationships with ISPs and more ensure your emails are delivered.

## Manage lists and subscribers

Email Sauce automatically handles all new signups, unsubscribes, bounces and even spam complaints for you behind the scenes. Keep on the right side of spam laws without having to think about it.



### Signup Forms

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



### Custom Fields

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



### Segments

Send targeted campaigns to groups of subscribers based on your own criteria.



### Export to Excel

Select the fields and export any list in your account straight to Excel.



### Suppression lists

Never send to anyone who has unsubscribed, bounced or marked you as spam.



### Confirmed Opt-in

Require subscribers to confirm their email address when signing up to your list.



### Preference Centers

Let your recipients manage their own subscription preferences.



### Subscriber Management

Manage your own subscriber lists.



### Flexible importing

No matter the format your lists are in, we make it easy to import into your account.



**Sauced Out**

## Reporting and analytics

The moment your campaign is sent you have access to a range of reports that show you exactly how your subscribers are interacting with it.

See who is opening it, what parts of the campaign they are interested in, who forwarded it on to a friend, unsubscribed, bounced out or even marked it as spam.



### Google Analytics

Automatic Google Analytics link tagging to easily track your sales and conversions.



### Forward to a friend

Track viral activity by seeing exactly which subscribers forward on to a friend.



### Compare Campaigns

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



### Link Clicks

Learn what subscribers are interested in by which links were popular, who clicked.



### Bounces

See who bounced and why, and we'll figure out if we should try again or remove.



### Unsubscribes

We make sure you don't accidentally try and send to them again in the future.



### Spam Complaints

Integration with Yahoo!, Hotmail and more mean we can report on complaints.



### Client Report Access

Full access to the reports on any campaigns you send.



### Export to Excel

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



### Activity Timeline

See your complete history with every subscriber in a handy timeline.