

Campaign Pilot

<http://www.campaignpilot.co.uk>

Introduction

Campaign Pilot is a proven, dedicated mailing list management system that has been used by companies such as Apple, Jaguar and many smaller ones too. It has been around for a number of years and Emissary has taken a license to use the system for our clients. Our decision was to invest in a proven system that was built specifically for the purpose of conducting and managing email campaigns of any size rather than to continue to use open source systems that were either designed as discussion group systems or were difficult to maintain and exhibited unexpected behaviour (and which required a constant investment of time to maintain and patch), or posed unnecessary security and performance risks to our web servers.

Campaign Pilot runs on its own dedicated servers and so has no effect, and no risk, to our clients' website hosting or performance. It can be used as often, or as little, as needed and you only pay for the emails you send out. There is no ongoing or monthly fee for use of the system.

Ensuring the Message gets through

Email deliverability is an incredibly important part of email marketing. There's nothing more frustrating than spending days designing the perfect campaign only for it to end up being flagged as SPAM and never read. To minimize the chances of this happening, we've taken the following measures:

All of Campaign Pilot's delivery servers have been whitelisted by many of the larger ISP's, including AOL and Yahoo! Campaign Pilot's servers are also integrated into the spam reporting systems for other large ISP's such as Hotmail and MSN. These arrangements ensure the best chance of your emails being delivered and also allow us to keep any sender not following best practice off the Campaign Pilot servers.

The Campaign Pilot team monitor blacklists daily. If a server is ever listed, they remove it from the cluster immediately and resolve the issue on your behalf.

Ease of Use

The system has been designed with ease-of-use in mind, and features a crisp, clean interface. However, quality and detail of reporting has not been compromised and the system provides depth as well as breadth of reporting. Multiple email lists can be accommodated allowing you to segment your audience if required. On the following pages we show you some screen shots of the different reporting screens in the system so you can get a feel for how it looks and works.

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Simple Campaign Statistics

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[Reports](#) > Campaign Snapshot

Campaign Snapshot for Newsletter – Its time to Book your Xmas Party!

These are your campaign stats so far, the most important of these are highlighted below. Make sure you check back often for the latest numbers.

opens
766
23% of your recipients have opened this email

clicks
33
1% of people who opened it have clicked a link

unsubscribes
22
of your recipients have unsubscribed so far

Quick summary

Sent on	30 May 2006 at 1:41 PM
Sent to	3,625 recipients
Bounces	321 emails bounced back (that's 8.86% of all recipients)
Template	Frosted blue glass (preview campaign)

Reports for this campaign

- Campaign Snapshot**
Check out all the important stats like your open, click and unsubscribe rate.
- Recipient Activity**
See which recipients opened, did not open, clicked links and unsubscribed from this campaign.
- Opens Over Time**
Track the open activity over time for the entire campaign down to each minute.
- Link Activity**
Find out how popular each link in your campaign was and who clicked each link.

All the important stats like how many recipients opened, how many clicked a link and how many unsubscribed are all viewable from our simple campaign snapshot. The reports are designed so even those new to email marketing can evaluate the results of their campaigns.

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Subscriber Activity

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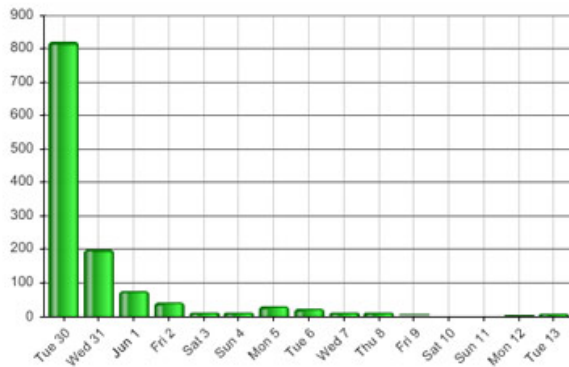
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[Reports](#) > [Campaign Snapshot](#) > Opens Over Time Report for Newsletter – Its time to Book your Xmas Party!

Opens Over Time for Newsletter – Its time to Book your Xmas Party!

The Opens Over Time report highlights the open activity for this campaign. You can customize the range of this report by clicking on the graph or a specific time range in the results below.

Tuesday 30th May - Tuesday 13th June



Day range	Total opens	Unique opens for each day
Tue 30	820	596 (who opened)
Wed 31	201	144 (who opened)
Thu 1	75	52 (who opened)
Fri 2	40	29 (who opened)
Sat 3	10	9 (who opened)
Sun 4	12	10 (who opened)
Mon 5	29	19 (who opened)
Tue 6	21	11 (who opened)

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The “opens over time” report makes it so easy for you to see who opened the email and when. You can even check out how many times each recipient opened it to find out who your most interested subscribers are. You can even drill down to a minute by minute account of who checked out the emails.

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Link Activity

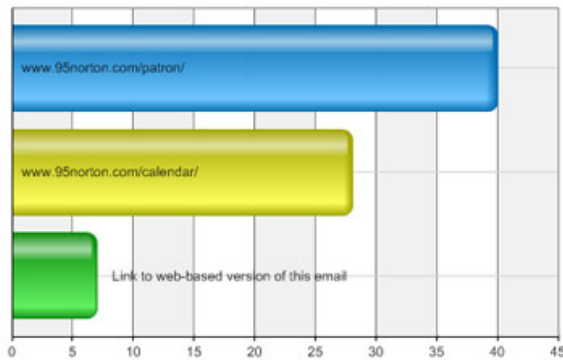
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Link Activity for Leichhardt Hotel up Coming Events

The Link Activity Report shows the popularity of each link (URL) in your campaign. To see the recipients who clicked each link, click on the graph or the "See Who Clicked" link in the results below.



Link (URL)	Total clicks	Who clicked?
www.95norton.com/patron/	40	See who clicked
www.95norton.com/calendar/	28	See who clicked
Link to web-based version of this email	7	See who clicked
Total clicks for this period	75	

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The link activity report makes it easy to see which links in you email were most popular, as well as which recipients clicked them. This makes it easy for you to identify what your recipients are interested in, as well as the opportunity to follow up on more qualified leads.

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Detailed Reporting

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Recipient Activity for Tourism Wollongong e-news June 2006

The Recipient Activity Report allows you to see which recipients opened and did not open your campaign, clicked and did not click on any links within your campaign, bounced and unsubscribed from this campaign. Use the form below to refine your results.

Show me In groups of Search within these results

Email Address	Name	Total Opens	Total Clicks
www@wollongong.nsw.gov.au	Wollongong City Council	133	7 (which links)
novotel@novotel.com.au	Novotel Northbeach	21	1 (which links)
roads@roads.nsw.gov.au	Roads and Traffic Authority	11	1 (which links)
waples@waples.com.au	Waples Marketing Group	10	0
golf@wollongong.com.au		10	2 (which links)
luke.king@wollongong.com.au	Luke King	9	1 (which links)
morrison@wollongong.com.au	Martin Morris & Jones	9	0
www.golfwollongong.com.au		6	4 (which links)
golf@wollongong.com.au	Go Hire	6	0
www@wollongong.com.au		6	0

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The recipient activity report lets you get down to some serious detail on your campaign. Easily see who opened, who clicked, who bounced and who unsubscribed. You can even search for a specific subscriber to see exactly what they did with the email.

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Anti Spam Policy

The boring bit ... Campaign Pilot is designed to be a system that works and gets your message through. However, in order to preserve the status of the system as a true permission based system and so maintain strong relationships with organisations such as AOL, MSN, Hotmail and Yahoo! there are a few ground rules to ensure the system is used ethically.

The law isn't enough, it's permission that counts

While the CAN-SPAM laws are a step in the right direction for reducing the spam problem, we don't feel they go far enough. Our definition of spam goes beyond the laws in most countries and encompasses what we believe to be true permission email marketing.

Spam is any email you send to someone who hasn't given you their direct permission to contact them on the topic of the email.

But that's not enough. Permission is a fuzzy word open to interpretation. Let's get into some specific scenarios so it's clear what does and doesn't constitute permission.

What kinds of email address ARE OK to send to with Campaign Pilot?

To send email to anyone using Campaign Pilot, you must have clearly obtained their permission. This could be done through:

- An email newsletter subscription form on your web site.
- An opt-in checkbox on a form. This checkbox must not be checked by default, the person completing the form must willingly select the checkbox to indicate they want to hear from you.
- If someone completes an offline form like a survey or enters a competition, you can only contact them if it was explained to them that they would be contacted by email AND they ticked a box indicating they would like to be contacted.
- Customers who have purchased from you within the last 2 years.
- If someone gives you their business card and you have explained to them that you will be in touch by email, you can contact them. If they dropped their business card in a fishbowl at a trade show, there must be a sign indicating they will be contacted by email.

Basically, you can only ever email anyone who has clearly given you permission to email them specifically about the subject you're contacting them about.

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What kinds of email address ARE NOT OK to send to with Campaign Pilot?

Anything outside the examples above doesn't equal permission in our eyes, but here are some examples to make sure we're crystal clear. By using Campaign Pilot, you agree not to import or send to any email address which:

- You do not have explicit, provable permission to contact in relation to the topic of the email you're sending.
- You bought, loaned, rented or in any way acquired from a third party, no matter what they claim about quality or permission. You need to obtain permission yourself.
- You haven't contacted via email in the last 2 years. Permission doesn't age well and these people have either changed email address or won't remember giving their permission in the first place.
- You scraped or copy and pasted from the web. Just because people publish their email address doesn't mean they want to hear from you.

Sure, some of these people might have given you their email address, but what's missing is your permission to email them commercial messages. Blasting promotional emails to any of these people won't be effective and will more than likely see your email marked as spam by many of your recipients.

What content MUST I include in my email?

Every email you send using Campaign Pilot must include the following:

1. A single-click unsubscribe link that instantly removes the subscriber from your list. Once they unsubscribe, you can never email them again.
2. The name and physical address of the sender. If you're sending an email for your client, you'll need to include your client's details instead.

Our control panel automates this requirement, so don't worry about it too much!

How we'll know if you don't have permission

Campaign Pilot has numerous layers of approval and monitoring to ensure you comply with our anti-spam policy. Here's a few of them:

1. Until your account has been approved by a member of our team, every email you send will need to be approved (this happens in the background).
2. The system is directly integrated into the spam reporting systems for some of the biggest ISP's like Hotmail and AOL. If you don't have permission and someone marks your campaign as spam, we'll know about it the moment that button is pressed. If you receive a complaint rate greater than 0.25% of all recipients (that's 25 complaints for every 10,000 recipients) your account will be terminated. This is a generous figure that takes into account false spam reports.

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3. Our team verifies all large lists imported into our software (greater than approx 5000 email addresses). Until we've given it the all clear, you can't send to it.
4. We monitor blacklists and our abuse accounts all day every day. We can pinpoint who is causing us delivery problems or attracting complaints very easily.

If we do discover that you're emailing people without their permission, we will terminate your account with Campaign Pilot immediately.

A note about termination

Emissary has a license to use the email campaign system and values that license highly. It provides us, and in turn our clients who use the Campaign Pilot system, access to a validated, permission-based system through which your campaigns will reach your recipients. However, any breach of these policies mean that the Emissary license will be terminated – which means other clients who will be using the system will be affected. You wouldn't want this situation to happen to you, so please don't do anything that might make it happen to others.

In the end, it's really common sense. Take off your marketing hat and put yourself in your recipient's shoes. If they don't recognize who you are or aren't interested in what you're sending, they'll think you're a spammer. It's that simple.