



BRIGHTMAILER - THE EMAIL MARKETING SOLUTION  
Service, not software

The Brightmailer is much more than just excellent web-based software.

Permission-based email marketing lets you grow your business by building profitable relationships with your prospects and customers. Brightmailer is an easy to use online service that provides everything you need to get the most from your email marketing.

- Point-and-click email editing
- Data capture form builder
- Unlimited mailing lists
- Automated bounce and unsubscribe handling
- Fantastic delivery rates
- Comprehensive tracking & reporting
- Free award winning support
- Exceptional value for money

### DESIGNED FOR YOU

Brightmailer is designed for real users, not geeks! Everything follows a logical process that's easy to understand - and is backed up by real people you can talk to for assistance.

### THE MARKETING DASHBOARD

Your marketing dashboard lets you see at-a-glance all of the key information about your email campaigns. From average open and click rates (and how they compare to industry averages), through to the number of subscribers you add each day and your upcoming campaign schedule, the dashboard keeps you informed and puts you in control.

### EASY LIST MANAGEMENT

Whether you have one list or hundreds, Brightmailer makes managing your data simple.

Import, clean and de-duplicate your data from other sources with just a few clicks; decide what information you want to store and how; instantly see your subscriber numbers. No matter how many subscribers you have, it's easy.

### DATA CAPTURE MADE SIMPLE

Building your opt-in lists is a vital step for growing your business.

Brightmailer lets you create your own data capture forms with no programming. Just choose the information you want to capture and decide how you want your form to look, then add the link to your website.

### CREATE GREAT EMAIL CAMPAIGNS

Create a professional impression every time, with great looking, personalised, high performing email campaigns.

Easily create your own campaigns using our online email creation tools, use one of our many free email templates, upload your own design or have us create one for you.

### TESTING YOUR EMAILS

Brightsides campaign testing tools (free with your account) make it easy to test your campaign before you send.

We'll automatically check for common errors, run your campaign against common spam filter rules and give you a plain English report to help you fix any issues.

### TARGETING AND TIMING

Getting your message to the right person at the right time is an important part of any email marketing campaign, so we give you an incredibly powerful set of targeting and scheduling tools.

You can use any information to target subscribers, including postcodes and birthdays and you can schedule campaigns up to a year in advance.

### DELIVERY

It's no use having a great message if no one gets to see it.

Our cutting-edge systems are compliant with all the latest email authentication standards and ensure rapid, reliable delivery. We maintain whitelist relationships with the leading ISP's and monitor blacklists to make sure your messages get to the inbox.

### TRACKING AND REPORTING

Our advanced tracking gives you deep insight into what your contacts are doing in response to your email campaigns, so that you can continually improve your return on investment.

Starting with an overview report showing you key figures like open-rates and clicks, you can drill down to view individual subscriber activity in detail.



Fields Farm Business Centre,  
77 Fields Farm Road,  
Long Eaton, Notts, NG10 1FW

[www.brightsides.co.uk](http://www.brightsides.co.uk)  
[info@brightsides.co.uk](mailto:info@brightsides.co.uk)  
t: 0115 972 3790

## ADVANCED FEATURES

Looking to get really sophisticated? No problem.

From our comprehensive API, making integration with other systems (CRM, eCommerce, ERP – anything) a snap, through to support for multiple users with definable privileges, dedicated IP addresses and more; whatever you want to do, we can help.

## SUPPORT

We're here to help - we take our support as seriously as our software. Our UK-based phone and email support is free to all customers and we provide a wealth of resources and advice to help you get the most from your email marketing.

## LEGAL COMPLIANCE

Strict data protection and anti-spam laws place a number of obligations on all email marketers. We automate many of your obligations for you – including unsubscription management and bounce handling.



Fields Farm Business Centre,  
77 Fields Farm Road,  
Long Eaton, Notts, NG10 1FW

[www.brightsides.co.uk](http://www.brightsides.co.uk)  
[info@brightsides.co.uk](mailto:info@brightsides.co.uk)  
t: 0115 972 3790