



eMill, a comprehensive toolkit to setup an email marketing service on the web

Active+ Software, September 27, 2006

URL: <http://www.pr9.net/comp/development/4515september.html>

Active+ Software announces the release of a new edition of the professional emailing software eMill: eMill Service Provider. This new package empowers e-marketing service providers to give their clients an access to a professional online platform for the management of campaigns by e-mail, fax or SMS.

PR9.NET September 27, 2006 - France, Vinça -- eMill Service Provider is based on the eMill software technology which includes all the tools to manage emailing campaigns, from the creation of contents and lists to the sending and tracking of messages. This edition is completed by modules adapted to the specific needs of e-marketing service providers. The creation of clients' accounts gives the possibility to limit the channels enabled (email, fax or SMS), the features available or the number of sent messages. The accounting resources allow the platform manager to watch the use of all clients day-to-day. This control is made easier thanks to the credit management module. Indeed, the value of different variables can be defined (sent message, outgoing traffic or received message) and eMill counts automatically the number of credits used over a given period of time. Finally, service providers can private label the web interface so that it will look like the organization has its own emailing platform.

eMill Service Provider brings the flexibility and the power of a software. Indeed, after installing the different modules, e-marketing service providers define freely their business model. They can also offer value-added services thanks to eMill assets: live connection to databases, advanced personalization by script or creation of campaigns from existing web applications (e-commerce website, RSS feeds, web services).

A free online trial of the web platform is available. To request a demo, visit the eMill website at <http://www.emill.net/index.php?id=123>

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About Active+ Software

Active+ Software has been created in Boston in 1997 and is established in southern France since 1998. Daniel Doguet who created, as a Senior Software Engineer, successful commercial products for various companies, gathered a team of young engineers to start Active+ Software in '97. The rapid growth of the Windows NT platform as an emerging standard provided the opportunity for developing OS enhancing utilities that would provide companies with the robustness required for their server applications. Relocated in Southern France in the 11th century village of Vinça, Active+ Software has become a recognized Windows NT specialist, supplying major international customers with its software utilities. Moreover, the team has since then added new products like eMill, a complete and flexible emailing workshop.

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