



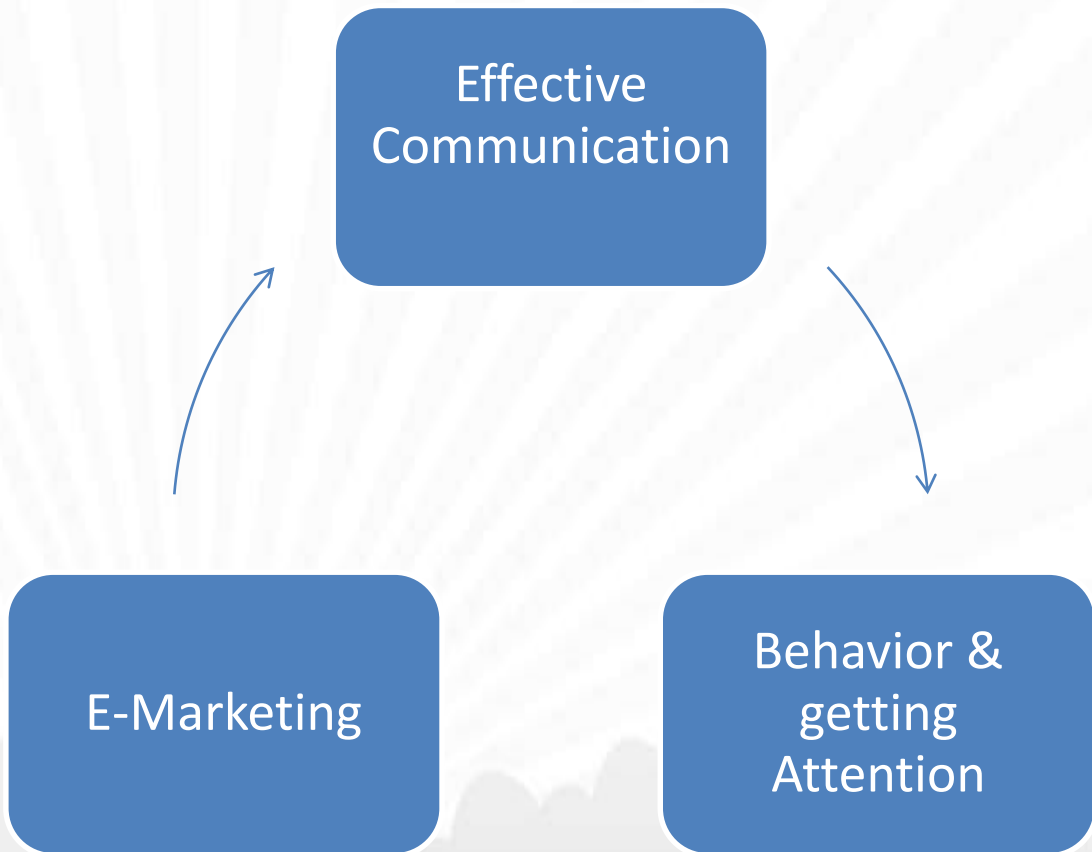
Most Advanced Enterprise E-mail

Track-able Bulk Management System


Agenda:

- Why TBMS?
- Track-able Bulk Management System (TBMS)
- TBMS Flow
- Benefits

Why TBMS?



Track-able Bulk Management System



- Create, automate and send email campaigns

- Send personalized, relevant emails

- Schedule emails to be sent at later date and time

- Improved delivery rates to Inbox

- Measure the effectiveness of your bulk mail campaigns

- Track Delivered, Bounced, Pending, Read, Replied and Unsubscribed emails

- And **does not** send spam, junk or unsolicited mails

TBMS Flow

Step 1: Grow & Manage Contacts



Step 2: Create Bulk Email



Step 3: Send personalized bulk emails



Step 4: Get Delivery report



Step 5: Track your emails

Step 1: Grow & Manage contacts in Groups–

- Add contacts to different groups manually or by importing CSV file

Import/Export CSV file to add contacts to Groups

Manually add contacts to Groups

The screenshot displays the CONTACTS interface with the following elements:

- Import / Export** button (highlighted with a red box).
- Add Contact** button (highlighted with a red box).
- Full View** button.
- Group Name** input field with an **Add** button.
- Search** input field with a **Go** button and a **Show All** button.
- List Of Groups :**
 - GENERAL (16)**
 - MARKETING (6820)** (highlighted with a red box)
- List of Users of group :MARKETING** (highlighted with a red box) with a dropdown menu set to **1-10**.
- Table of Users:**

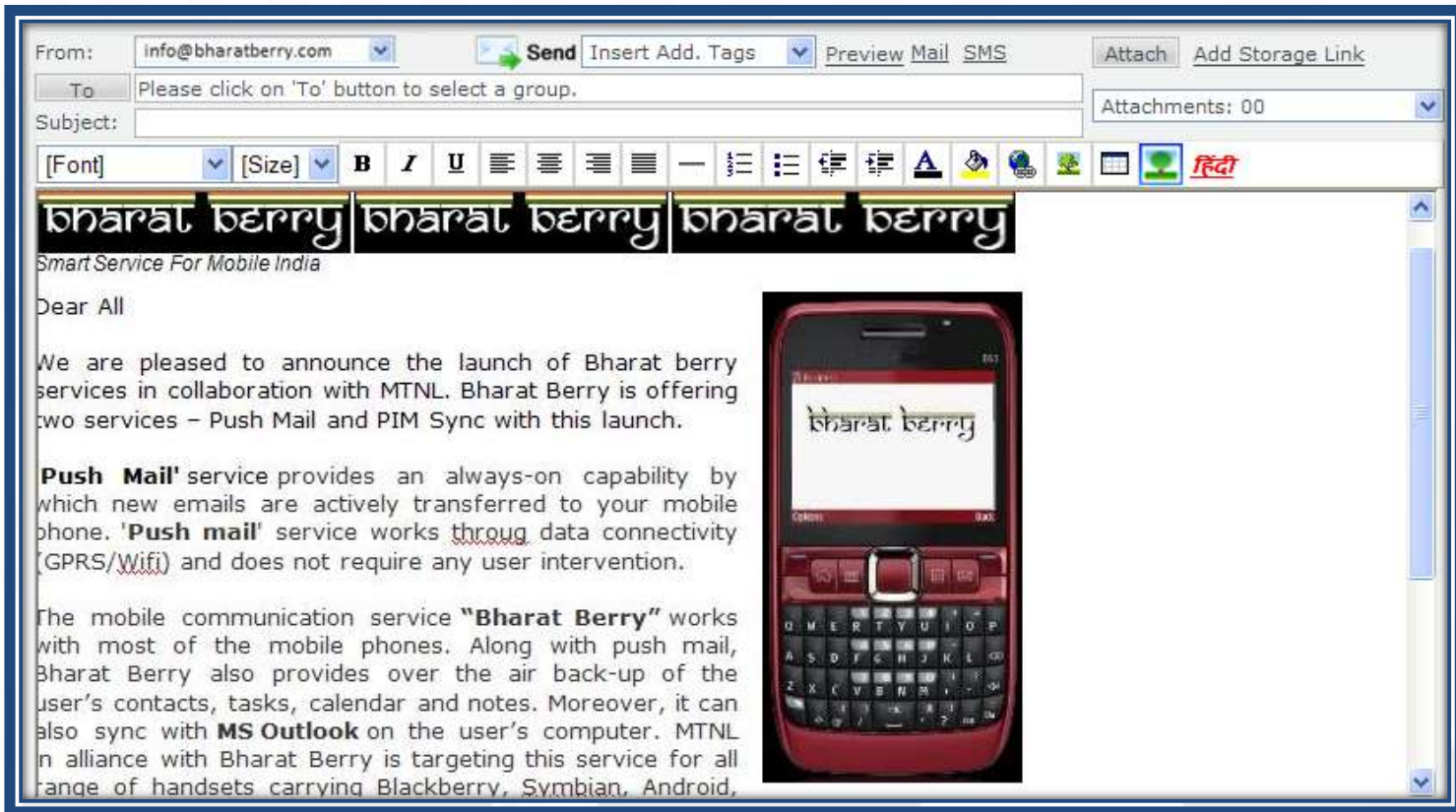
<input type="checkbox"/>	Name	E-mail id	Groups(▼)	Mobile No.
<input type="checkbox"/>	A*aho	a*a.go*ha@**ail.com	X	✉
<input type="checkbox"/>	V*i*I	v*@**xgen.com	X	✉
<input type="checkbox"/>	Pr*ati*a	pr*a.ki*a@**dia*imes.co.in	X	✉
<input type="checkbox"/>	G*res*h	gh*a@**asr*et.com	X	✉
<input type="checkbox"/>	Jam*sh*s	Jam*s.ka*r@**mes*roup.com	X	✉
<input type="checkbox"/>	ab*ekr	ab*ekr@**mes.com	X	✉
<input type="checkbox"/>	Ro*itd*esw	Ro*itd*ews@**rous.com	X	✉
<input type="checkbox"/>	S*ek*i	s*eku@**di*ail.com	X	✉
<input type="checkbox"/>	Ra*h*I	ra*h*vi@**two*line.com	X	✉
<input type="checkbox"/>	Da*ae*p	da*ar*i@**tmil.com	X	✉

Action **Select Action** ▼ **MARKETING** ▼ **Send VCF**

Create a Group for sending Bulk mails

Step 2: Create bulk email–

- Create bulk email in the compose tab



Create a bulk email to be sent to a Group

Step 3: Send Personalized Bulk E-Mails –

- Send personalized group email and see the email delivery report immediately without any delay

Step 1: Select Group from Contacts

The screenshot shows an email composition interface. At the top, the 'To' field is set to 'MARKETING@dil.in', which is circled in red. Below the email body, the 'Settings' panel is visible. In this panel, the 'Delivery Report' checkbox is checked and circled in red. Other settings include 'Send on later date' (with a calendar icon), 'Attach My Vcard', and 'Attach Event'. The 'Send' button at the bottom right is also circled in red. The email body contains the text 'bharat berry bharat berry bharat berry' and 'Smart Service For Mobile India'.

From: info@bharatberry.com

To: MARKETING@dil.in

Subject: MTNL Launch of Bharat Berry - First ever Indian Push Mail and PIM Sync

[Font] [Size] B I U [List Icons] [Link Icon] [Image Icon] [Hindi Icon]

bharat berry bharat berry bharat berry

Smart Service For Mobile India

Dear All

We are pleased to announce the launch of Bharat berry services in collaboration with MTNL. Bharat Berry is offering two services – Push Mail and PIM Sync with this launch.

Priority: Normal

Encryption: ☐

Certificate: ☐

User Rights

Restrict following rights of the recipient(s)

☐ Do not Reply ☐ Do not Delete

☐ Do not Print ☐ Do not Forward

Settings

Mail delivery settings

☒ Delivery Report

☐ Reply Awaited

☐ Read Receipt

Reminders: 00

☒ Save to

Sent

☒ Send on later date

Attach My Vcard

Attach Event

+ Compose

Hide Advance Options | Reset | Save as Draft

Send

Step 2: Select 'Delivery Report' checkbox

Step 3: Send/ Schedule for later date

Bulk Mail

Tired of receiving unwanted replies when in a Group mail chain? Leave your worries behind with TBMS's personalized group mails



Link to unsubscribe from the bulk mail

Step 4: Get Delivery Report–

- Link to Delivery report will be received in user's mailbox and sent email immediately after sending group email

Move To : [Interaction](#) [View Original](#)

From [Add To AddressBook](#)  support@datainfocom.in | **Date** 15 Jun 2011 02:18:52 pm **MailId** : [11727158]

To [info@bharatberry.com](#)

Subject Delivery Report for [Test email]

Dear Customer,

Your bulk mail request with subject Delivery Report for [MTNL Launch of Bharat Berry - First ever Indian Push Mail and PIM] has been completed. Please click on below link to check detailed status report.

<http://xet.dil.in/displayXET?xid=13142587>

Link to Delivery Report received in the mailbox

View 'Delivery Report' link in your sent mail

Move To : [Delivery Report](#)

From [info@bharatberry.com](#) | **Date** 15 Jun 2011 02:18:32 pm **MailId** : [11733792]

To [marketing@bharatberry.com](#)

Subject MTNL Launch of Bharat Berry - First ever Indian Push Mail and PIM

Dear All

We are pleased to announce the launch of Bharat berry services in collaboration with MTNL. Bharat Berry is offering two services – Push Mail and PIM Sync with this launch.

Delivery Report Summary

Click on Delivery report link to get tracking details – count for Delivered, Pending, Bounced along with read, replied and unsubscribed emails

Search delivery status of email-id

Search

Delivery Report

EMAIL-ID	SUBJECT	LINK
info@bharatberry.com	MTNL Launch of Bharat Berry - First ever Indian Push Mail and PIM	Batch 1

Summary

IP Tracking

Domain Tracking

TOTAL	6820
DELIVERED	5200
BOUNCED	480
PENDING	1140

READ COUNT	2320
REPLY COUNT	980
UNSUBSCRIBE COUNT	25

View Total, Delivered, Bounced
& Pending email count

View Read, Replied and unsubscribed
email count

IP Tracking

Leave your worries with TBMS range of IP addresses dedicated solely to deliver your bulk email. Try IP Tracking to view the emails delivered by each IP address

Search delivery status of email-id

Delivery Report

EMAIL-ID	SUBJECT	LINK
info@bharatberry.com	MTNL Launch of Bharat Berry - First ever Indian Push Mail and PIM	Batch 1

Filter email count based on IP address

Summary **IP Tracking** Domain Tracking

IP ADDRESS
--select--
--select--
202.157.81.201
202.157.79.17
202.157.79.22
202.157.79.15
202.157.79.13
202.157.79.10
202.157.79.21
202.157.79.18
202.157.79.12
202.157.79.16
202.157.79.11
202.157.79.20
202.157.79.19
202.157.79.14

Select IP address from the dropdown

IP Tracking

Select any individual IP address in the dropdown and view email count for that IP address

Search delivery status of email-id

Search

Delivery Report

EMAIL-ID	SUBJECT	LINK
info@bharatberry.com	MTNL Launch of Bharat Berry - First ever Indian Push Mail and PIM	Batch 1

Summary IP Tracking Domain Tracking

IP ADDRESS

202.157.79.18

TOTAL	770
DELIVERED	543
BOUNCED	57
PENDING	170

READ COUNT	322
REPLY COUNT	17
UNSUBSCRIBE COUNT	2

Email count shown for selected IP address

Domain Tracking

Need to know how many emails belong to each domain in your bulk mail? What about the status of all emails belonging to one domain? Try Domain Tracking for all such details

Search delivery status of email-id

Delivery Report

EMAIL-ID	SUBJECT	LINK
info@bharatberry.com	MTNL Launch of Bharat Berry - First ever Indian Push Mail and PIM	Batch 1

Summary IP Tracking **Domain Tracking**

Domain Name

--select--

- **hoo.com
- **c.com
- **yi*dia.com
- **ail.com
- **atrika.com
- **tv.com
- **ber*edia.co.in
- **xgen.in
- **ellaa*visory.com
- **j*ak.com
- **shwan*vyas.com
- **mail.com
- **mes*roup.com
- **p.com
- **twork1*on*ine.com
- i*.e*.com
- **p.com

Get the status of emails belonging to each domain through Domain Tracking

Dropdown is automatically populated with the domains included in your group mail

Domain Tracking

Select individual domain in dropdown and get email count details for selected domain

Search delivery status of email-id

Search

Delivery Report

EMAIL-ID	SUBJECT	LINK
info@bharatberry.com	MTNL Launch of Bharat Berry - First ever Indian Push Mail and PIM	Batch 1

Summary

IP Tracking

Domain Tracking

Domain Name

yahoo.com

TOTAL	348
DELIVERED	339
BOUNCED	2
PENDING	7

READ COUNT	167
REPLY COUNT	24
UNSUBSCRIBE COUNT	0

Email count shown for selected domain

Email Search

Want to know the status of single email? Just search for it and see the status

Search for any email Id and know its bulk mail delivery status

Search delivery status of email-id

Delivery Close

EMAIL-ID	STATUS	HOST
ad@rxyxgn.com	Delivered	ASPMXL #30rfe.com.

Summary IF

Email Search

Worried about not remembering full email Id? Enter partial email Id and search

Enter partial email Id and search for the group mail delivery status for that ID

Search delivery status of email-id

Delivery Close

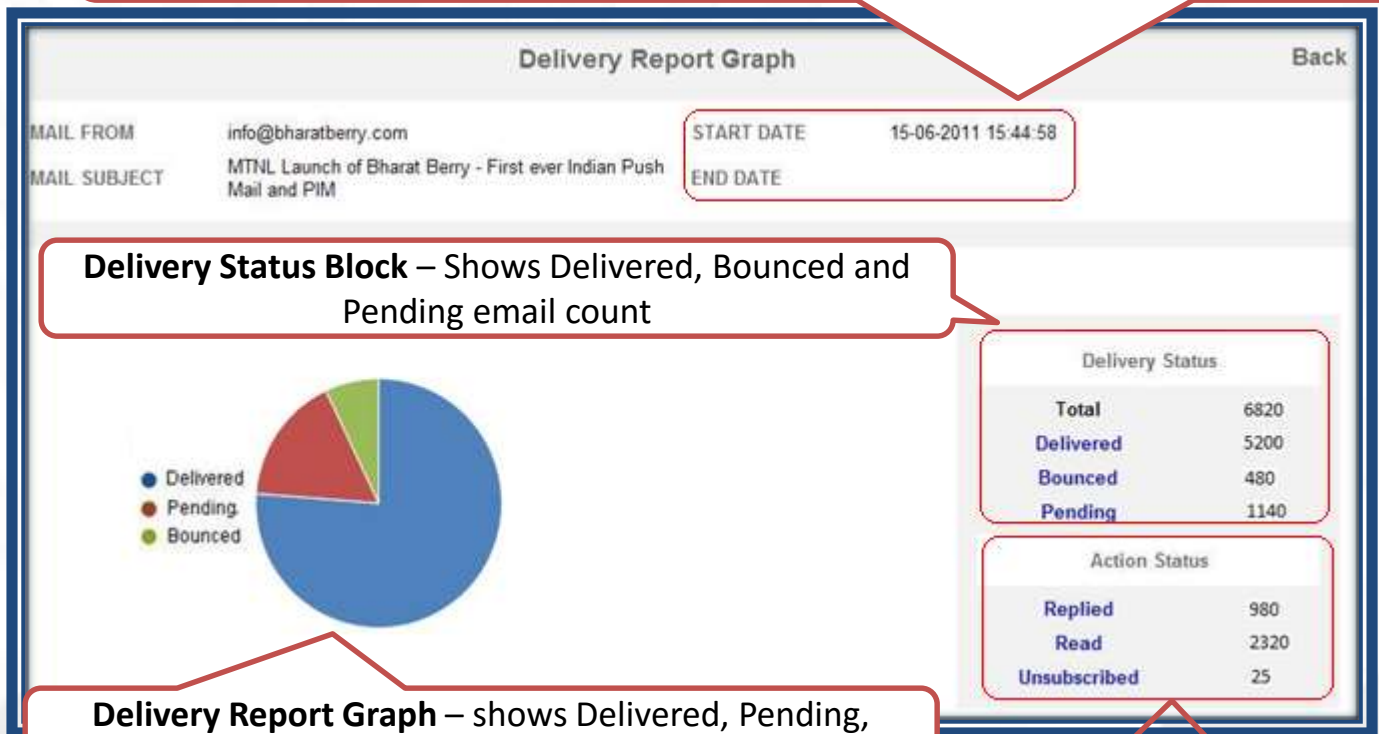
EMAIL-ID	STATUS	HOST
andrews	Delivered	mxdelisa1.mesugroup.com.

Step 5: Track your emails

- Click on 'Batch' link on Delivery report page to view Tracking Report

Start Date - date & time when you send bulk email

End Date - date & time when all emails have been successfully delivered or 24 hours after Start Date, whichever is less



Delivered Emails

Want to get the list of email Ids to which the group mail has been successfully delivered? Click on 'Delivered' link from Delivery Status block

Delivered Mail Detail			Close
Email Id	Host	Delivered Time	
hi*an*hur*th@**ail.com	**ail-smtp-in. .**ogle.com	2011-06-15 15:45:04	
a*ul@**yindia.com	webmail.**yindia.com	2011-06-15 15:45:05	
va*unj*in@**l.in	aspmx.**amjadoo.com	2011-06-15 15:45:09	
sa*y*g@**atrika.com	aspmx.l.**ogle.com	2011-06-15 15:45:10	
ani*shar*a*jai*ur@**ail.com	**ail-smtp-in. .**ogle.com	2011-06-15 15:45:10	
3.s*n*h@**ail.com	**ail-smtp-in. .**ogle.com	2011-06-15 15:45:10	
p*r@**ber*edia.co.in	**ber*edia.co.in.inbound10.mxlogic.net	2011-06-15 15:45:15	
sa*ja*.go*ha@**ail.com	**ail-smtp-in. .**ogle.com	2011-06-15 15:45:04	
a*@**xgen.com	aspmx.l.**ogle.com	2011-06-15 15:45:04	
prer*a.mis*ra@**dia*imes.co.in	smtp.**dia*imes.co.in	2011-06-15 15:45:02	
d_j*a@**j.bhas*ernet.com	**jmx.**askernet.com	2011-06-15 15:45:07	
ro*it.ka*oor@**mes*roup.com	mxdelhisa1.**mes*roup.com	2011-06-15 15:45:05	
abhi*hek*a*ur@**mes*roup.com	mxdelhisa1.**mes*roup.com	2011-06-15 15:45:22	
vi*ay.and*ews@**mes*roup.com	mxdelhisa1.**mes*roup.com	2011-06-15 15:45:12	
s*eku*_in@**diff*ail.com	mx.**diffmail.**diff.akadns.net	2011-06-15 15:45:01	
ragh*v.b*hl@**twork18o*line.com	smtpin.**info.net	2011-06-15 15:45:01	
dra*ayr*i@**tmail.com	mx4.**tmail.com	2011-06-15 15:45:03	
mo*it.ba*sal@j*.*y.com	ap01.*y.com	2011-06-15 15:45:04	

Delivered Mail Details – shows the list of email Ids, hosts and delivered time as well

Bounced Emails

Wondering about the reasons for bounced emails? Just click on 'Bounced' link from Delivery Status block and get details

Bounced Mail Detail			Close
EMAIL-ID	HOST	REASON	All <input type="button" value="v"/>
l*ree*em@**p.com	**m.com.s5a1.*smtp.com	550 No such user - *smtp	
a*ap*or@**ella*dvisory.com	null	Mx and A Record Not Found For Domain **ella*dvisory.com	
b*r*ha@**tv.com	mail.global.**ontb*idge.com	550.5.7.1 Service unavailable; Client host [202.157.79.22] blocked using Bocklist 2, mail from IP banned; To request removal from this list please forward this message to d*li*t@**ssaging.**crosoft.com.	
lak*hmi.pu*i@**ctad.org	**inky.**og.ch	550.5.1.1 : Recipient address rejected: undeliverable address; host bss-**og- smtp01.**og.**g.org[157.150.64.198] said: 550 lak*hmi.pu*i@**ctad.org...No such user (In reply to RCPT TO command)	
ku*ari.shi*pi@**j*ak.com	email.**j*ak.com	550 No such user (ku*ari.shi*pi@**j*ak.com)	

Bounced Mail Details – shows the list of bounced email Ids along with hosts and reason for bounce

Pending Emails

Want to get the list of emails Ids to which bulk mail delivery is still pending? Click on 'Pending' link from Delivery Status block . The report will show you the reason for pending along with host.

Pending Mail Detail

Close

EMAIL-ID	HOST	REASON	All <input type="button" value="v"/>	
l*ree*em@**p.com	**m.com.s5a1.*smtp.com	451 Message tem	All	fferred - [160]
N*r*a@**r.com	mail.global.**ontb*ie.com	Error in before Hello 421 (202.157.79.10) temp	421 451	L01] Message from fferred - 4.16.50.
k*hi.pop*i@**ct.org	**in.**og.com	451 Message temporarily		deferred - [160]
T*ari.si*pi@**le.com	email.**le.com	"451 4.4.0 primary target IP address responded with: "421 4.4.2 connection dropped".		
va*u*in@**l.in	aspmx.**amjadoo.com	451 Message temporarily		deferred - [160]
ea*y*g@**atrika.com	aspmx.l.**ogle.com	451 Message temporarily		deferred - [160]
ni*sha*a@**ail.com	**ail-smtp-in.l.**ogle.com	Error in before Hello 421 4.7.0 [GL01] Message from (202.157.79.10) temporarily		deferred - 4.16.50.
s*n*h@**ail.com	**ail-smtp-in.l.**ogle.com	451 Message temporarily		deferred - [160]
d*@**ber.co.in	**ber*edia.co.in.inbound10.mxlogic.net	451 Message temporarily		deferred - [160]

Pending Mail Details – shows the list of email Ids, hosts and reason for mail to be still pending for delivery

Read Emails

Curious about who read your bulk email? Don't worry, just click on 'Read' link from Action Status block and there you go with the complete list

Read Mail Detail

[Close](#)

Email Id	Read Time
*d@**xgen.com	2011-06-16 13:54:15.681378
vy*pa*ik@**l.in	2011-06-16 09:47:12.855644
p*gra*ala@**c.in	2011-06-15 17:37:46.114164
mu*eshjai*ips@**hoo.com	2011-06-15 15:45:04.351832
aka*shi*us@**hoo.com	2011-06-16 15:50:23.398462
ch*tan.bha*at@**ail.com	2011-06-16 15:40:33.351832
23.y*sm*en@**ail.com	2011-06-15 15:45:04.681378
ami*abh.sha*ma@*atrika.com	2011-06-15 15:45:09.855644
pr*san*as@**ber*edia.co.in	2011-06-15 15:45:10.114164
sh*utisi*ha23@**diff*ail.com	2011-06-15 15:45:11.855644
*e@**shwa*tvyas.com	2011-06-15 15:45:18.398462
nj*in@**c.in	2011-06-15 15:48:39.351832
s*ri*ti@**l.in	2011-06-15 15:48:42.681378
prer*a.mis*ra@**dia*imes.co.in	2011-06-15 15:45:09.855644
d_j*a@**j.bhas*ernet.com	2011-06-15 15:45:10.114164
ro*it.ka*oor@**mes*roup.com	2011-06-15 15:45:11.855644
abhi*hek.*aur@**mes*roup.com	2011-06-15 15:45:18.398462

Read Mail Details – shows the list of email Ids who have read bulk email, along with the time

Replied Emails

Want to know who all replied to your bulk mail? Just click on 'Replied' link from Action Status block and get the details

Replied Mail Detail		Close
Email Id		
s*el*a@**l.in		
M*rk.jo*es@**ail.com		
Ant*ony.B*at@**c.in		
Ashu*osh.B*att@**hoo.com		
Gar*ma.P*nt@**dia*imes.co.in		
ro*it.ka*oor@**hoo.com		
su*hir.o*al@**mes*roup.com		
Da*iel.F*tz@**diff*ail.com		
Re*u.ba*sal@**hoo.com		
*d@**xgen.in		
G*ry.br*wn@**ail.com		
Pa*I.Gi*bert@**p.com		
Jer*my.Ta*lor@**s.com		
abhi*hek.a*ur@**dia*imes.com		

Replied Mail Details – shows the list of email Ids who have replied to bulk email

Unsubscribed Emails

Worried about the details of people who have unsubscribed from your mailing list? Get the details by clicking on 'Unsubscribed' link from Action Status block

Unsubscribed User Detail		Close
Email Id		
*d@**xgen.com		
D*bble.J*nes@**ail.com		
a@**xgen.in		
D*n.Re*d@**diffail.com		
G*ry.Ha*old@**hoo.co.in		
Roh*t.Bi*ht@**c.in		
Ani*esh.Si*ha@**mes*roup.com		
Harv*y.Fitzg*rald@**diff.com		
mar*o.cha*el@**hoo.com		
*s@**xgen.in		
rona*d.br*wn@**ail.com		
har*reet.si*gh@**p.com		
jer*my.jer*me@**u.com		
ra*ul.gu*ta@**dia*imes.com		
le*na.cha*dra@**s.com		
vai*hav@**dia*imes.com		

Unsubscribed Mail Details – shows the list of email Ids who have unsubscribed from your mailing list

Unsubscribed Emails

TBMS's Automated Group management moves unsubscribed contacts to group 'Unsubscribe' & tags them in your Group so that no further bulk email is sent to them

Users are tagged in Group so as not to send them the next bulk mail

'UNSUBSCRIBE' group is automatically created and updated every time user unsubscribe from bulk mail

The screenshot displays the TBMS contact management interface. On the left, under 'List Of Groups:', three groups are listed: 'GENERAL (16)', 'MARKETING (6820)', and 'UNSUBSCRIBE (25)'. The 'UNSUBSCRIBE (25)' group is highlighted with a red box. On the right, under 'List of Users of group :UNSUBSCRIBE', a table lists 10 users. Each user entry includes a checkbox, a name, an email address, and icons for actions like delete, add, and email. The 'UNSUBSCRIBE' group is also highlighted with a red box. At the bottom, there is an 'Action' dropdown menu set to 'MARKETING' and a 'Send VCF' button.

Name	E-mail id	Groups(▼)	Mobile No.
*d*ut	*d**xgen.com	▼ X	✉
D*bbie	D*bbie.J*nes@**ail.com	▼ X	✉
a*uop	a**xgen.in	▼ X	✉
D*n*ed	D*n.Re*d@**diff*ail.com	▼ X	✉
G*ry Ha*old	G*ry.Ha*old@**hoo.co.in	▼ X	✉
Roh*t Bi*ht	Roh*t.Bi*ht@**c.in	▼ X	✉
Ani*esh	Ani*esh.Si*ha@**mes*roup.com	▼ X	✉
Harv*y Fitz	Harv*y.Fitzg*raid@**diff.com	▼ X	✉
Mar*o	mar*o.cha*el@**hoo.com	▼ X	✉
*suter	*s@**xgen.in	▼ X	✉

Benefits



Be Secure



Monitor performance of each marketing campaign individually



Even Load Distribution



No extra software installation

Thank You!!!

