



# Track-able Bulk Management System

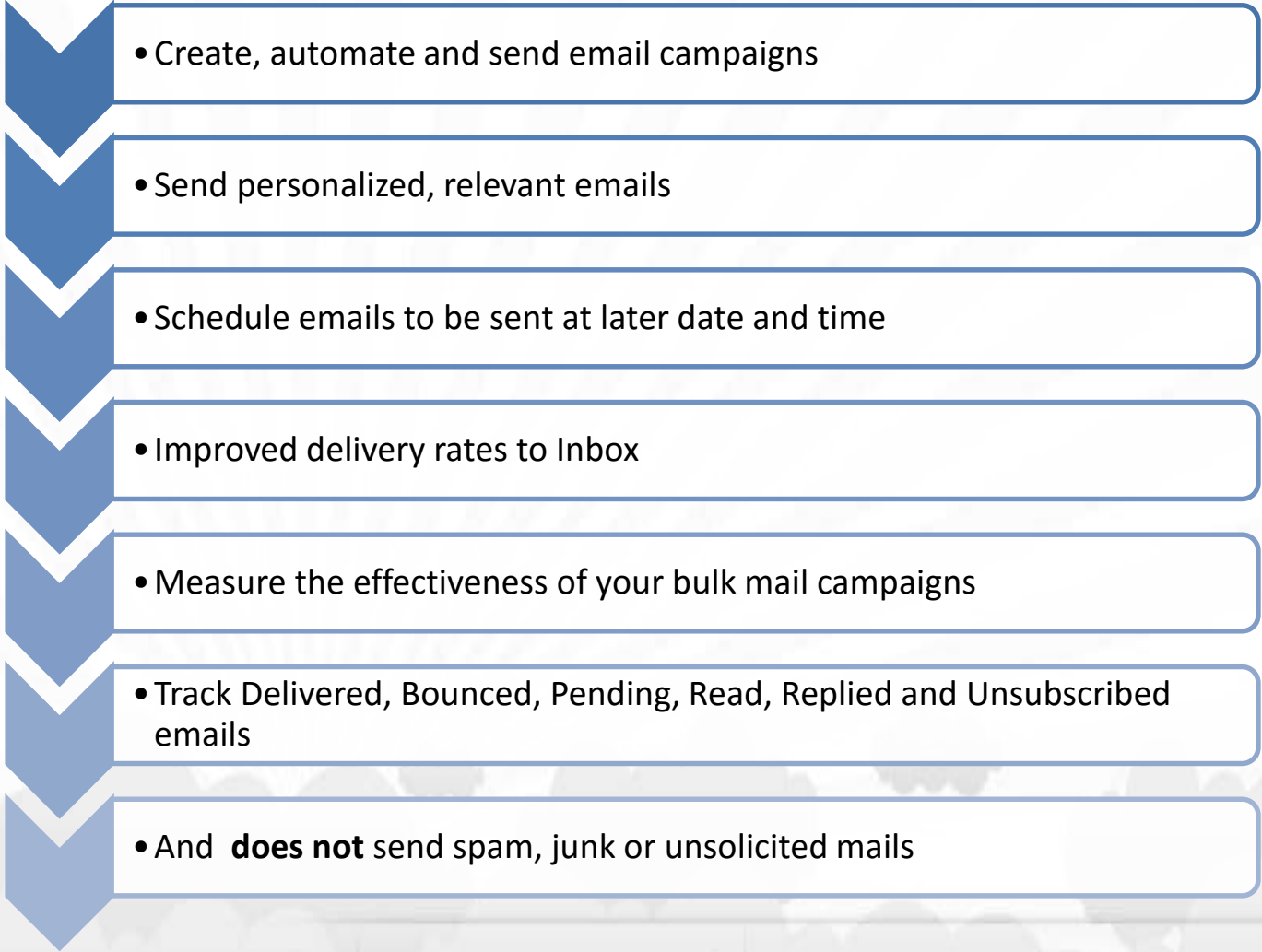
# Agenda:

- 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 a contact management interface with the following elements:

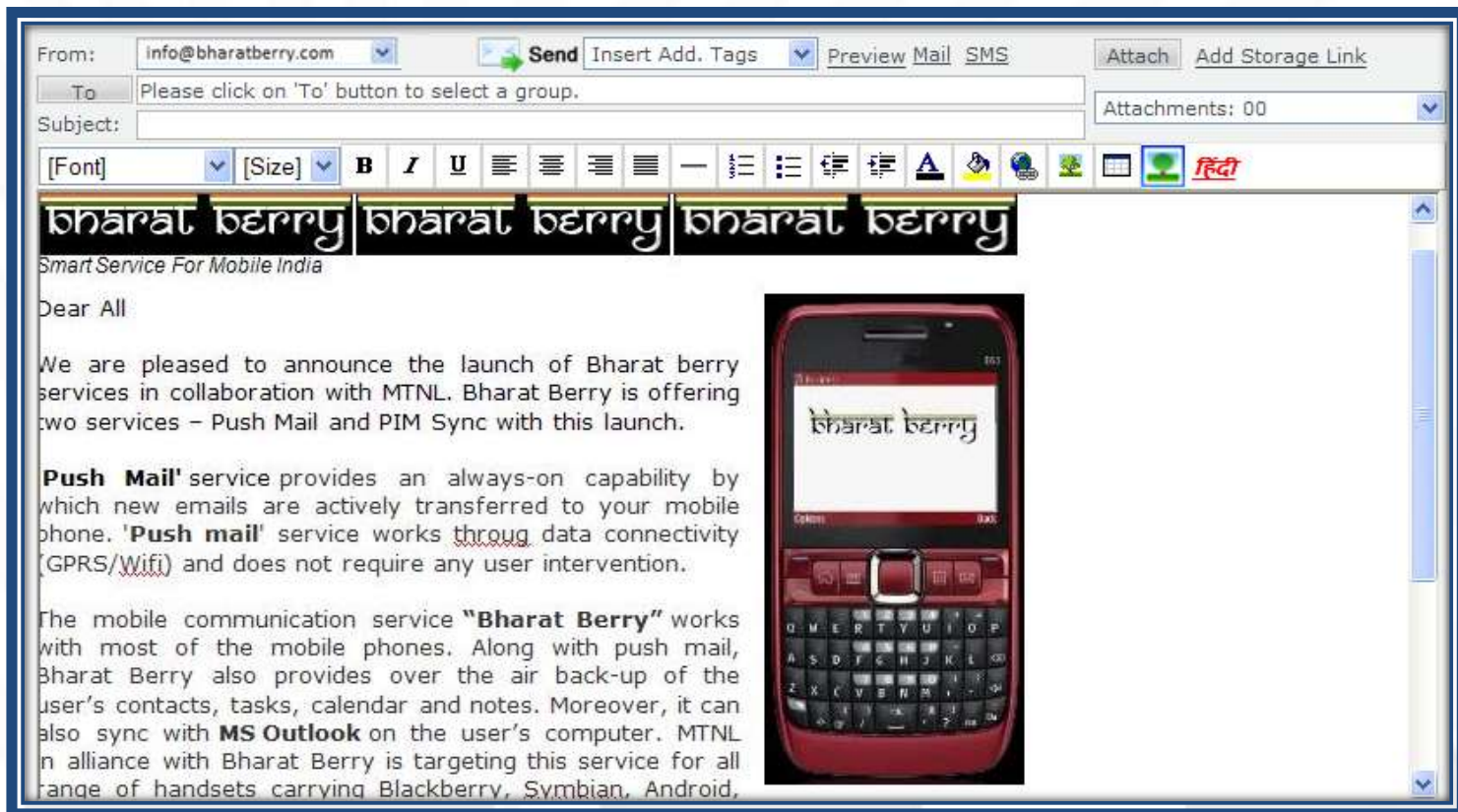
- CONTACTS** header with **Import / Export** and **Add Contact** buttons.
- Group Name** input field with an **Add** button.
- List Of Groups :** A table listing groups: **GENERAL (16)** and **MARKETING (6820)**. The **MARKETING** group is highlighted with a red box.
- List of Users of group :MARKETING** table with columns: **Name**, **E-mail id**, **Groups(▼)**, and **Mobile No.**. The table contains 10 rows of user data.
- Action** dropdown menu set to **MARKETING** and a **Send VCF** button.

Annotations on the screenshot:

- A red box around the **Import / Export** button is linked to the text "Import/Export CSV file to add contacts to Groups".
- A red box around the **Add Contact** button is linked to the text "Manually add contacts to Groups".
- A red box around the **MARKETING (6820)** group in the "List Of Groups" table is linked to the text "Create a Group for sending Bulk mails".

## Step 2: Create bulk email–

- Create bulk email in the compose tab



The screenshot shows an email composition interface. At the top, the 'From' field is set to 'info@bharatberry.com'. The 'To' field contains the text 'Please click on 'To' button to select a group.'. The 'Subject' field is empty. The toolbar includes options for font, size, bold, italic, underline, text color, background color, link, unlink, insert image, insert table, insert video, and a language dropdown set to 'हिंदी'. The email body contains the following text:

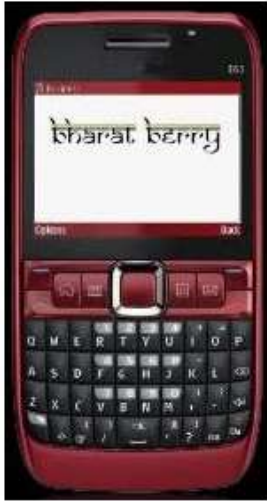
**bharat berry bharat berry bharat berry**  
Smart Service For Mobile India

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.

**Push Mail** service provides an always-on capability by which new emails are actively transferred to your mobile phone. **Push mail** service works through data connectivity (GPRS/Wifi) and does not require any user intervention.

The mobile communication service **"Bharat Berry"** works with most of the mobile phones. Along with push mail, Bharat Berry also provides over the air back-up of the user's contacts, tasks, calendar and notes. Moreover, it can also sync with **MS Outlook** on the user's computer. MTNL in alliance with Bharat Berry is targeting this service for all range of handsets carrying Blackberry, Symbian, Android,



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. The 'From' field is 'info@bharatberry.com', 'To' is 'MARKETING@dil.in', and 'Subject' is 'MTNL Launch of Bharat Berry - First ever Indian Push Mail and PIM Sync'. The email body contains the Bharat Berry logo and text: 'Smart Service For Mobile India', 'Dear All', and '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.' A 'Settings' dialog box is open, showing 'Mail delivery settings' with the 'Delivery Report' checkbox checked. Other options include 'Reply Awaited', 'Read Receipt', and 'Reminders: 00'. The 'Send' button is highlighted in the bottom right corner.

#### 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

☆ from [info@bharatberry.com](mailto:info@bharatberry.com) [hide details](#) 2:40 PM (21 minutes ago) [Reply](#)

to [d\\*hu\\*ja\\*\\*ail.com](mailto:d*hu*ja**ail.com)

date Wed, Jun 15, 2011 at 2:40 PM

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

**bharat berry bharat berry bharat berry**  
Smart Service For Mobile India

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If you do not want to receive email in future, please [click here](#) to unsubscribe !


Recipient receives personalized bulk mail

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 :

**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

### Delivery Report

EMAIL-ID	SUBJECT	LINK
info@bharatberry.com	MTNL Launch of Bharat Berry - First ever Indian Push Mail and PIM	<a href="#">Batch 1</a>

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	<a href="#">Batch 1</a>

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

### Delivery Report

EMAIL-ID	SUBJECT	LINK
info@bharatberry.com	MTNL Launch of Bharat Berry - First ever Indian Push Mail and PIM	<a href="#">Batch 1</a>

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	<a href="#">Batch 1</a>

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\*yyas.com
- \*\*tmail.com
- \*\*mes\*roup.com
- \*\*p.com
- \*\*twork1\*on\*ine.com
- j\*.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

### Delivery Report

EMAIL-ID	SUBJECT	LINK
info@bharatberry.com	MTNL Launch of Bharat Berry - First ever Indian Push Mail and PIM	<a href="#">Batch 1</a>

Summary | IP Tracking | **Domain Tracking**

Domain Name

TOTAL	348	READ COUNT	167
DELIVERED	339	REPLY COUNT	24
BOUNCED	2	UNSUBSCRIBE COUNT	0
PENDING	7		

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@rnyxgn.com	Delivered	ASPMXL.300fe.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	mxdel@isa1.mesgroup.com.

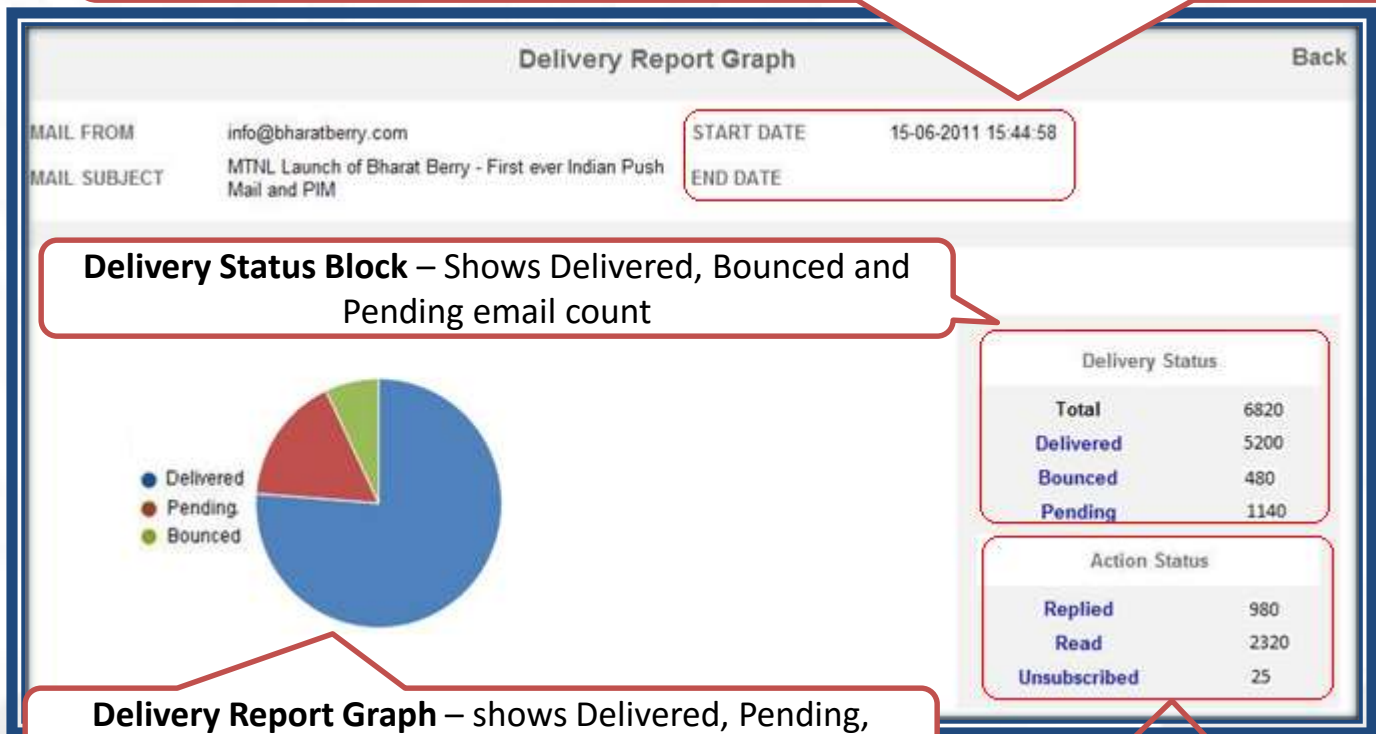


## Step 5: Track your emails

- 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



**Delivery Status Block** – Shows Delivered, Bounced and Pending email count

**Delivery Report Graph** – shows Delivered, Pending, Bounced email count Graph

**Action Status Block** – Shows Read, Replied & Unsubscribed email count

## 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*ij**tmail.com	mx4.**tmail.com	2011-06-15 15:45:03
mo*it.ba*sai@i**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
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	
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		fferred - [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		fferred - [160]
ea*y*g@**atrika.com	aspmx.l.**ogle.com	451 Message temporarily		fferred - [160]
ni*sha*a@**ail.com	**ail-smtp-in.].**ogle.com	Error in before Hello 421 4.7.0 [GL01] Message from (202.157.79.10) temporarily		fferred - 4.16.50.
s*n*h@**ail.com	**ail-smtp-in.].**ogle.com	451 Message temporarily		fferred - [160]
d*@**ber.co.in	**ber*edia.co.in.inbound10.mxlogic.net	451 Message temporarily		fferred - [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*l.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



The screenshot shows a dialog box titled "Unsubscribed User Detail" with a "Close" button in the top right corner. The dialog contains a list of email addresses under the heading "Email Id".

Email Id
*d@**xgen.com
D*bbie.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
Har*v.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' group is highlighted with a red box. On the right, under 'List of Users of group :UNSUBSCRIBE', a table lists 10 users with their names, email addresses, and mobile numbers. The table has columns for 'Name', 'E-mail id', 'Groups(\*)', and 'Mobile No.'. The users listed are: \*d\*ut, D\*bbie, a\*uop, D\*n\*ed, G\*ry Ha\*old, Roh\*t Bi\*ht, Ani\*esh, Harv\*y Fitz, Mar\*o, and \*suter. At the bottom, there is an 'Action' dropdown menu set to 'MARKETING' and a 'Send VCF' button.

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



# Benefits



Be Secure



Monitor performance of each marketing campaign individually



Even Load Distribution



No Software Installation

No extra software installation

# Thank You!!!

