

Servant Keeper® I-Builder **Build and Manage Your Mailing Lists:**

Manage Your Lists

If you want to manage your data easily, securely and reliably, you've come to the right place.

- Data Cleanse – Servant Keeper's I-Builder de-duplicates and cleans your list so you never email someone twice in the same campaign, or pay for sending out bad email addresses.
- Unsubscribes processing – Every email sent through our system will have unsubscribe instructions and link at the footer of each message. Servant Keeper's I-Builder processes all of your unsubscribes so you don't send unwanted email to your recipients.
- Create follow up campaign lists automatically, based on response type – to encourage people who have opened or clicked, or prod non-responders!
- Manage records manually – add new records, preview your list or search for data from within Servant Keeper's I-Builder.
- Data protection – Our physical database servers are locked in a secure facility and are monitored 24 hours a day, 365 days a year. Secondly, all Servant Keeper's I-Builder servers are protected by secure firewall systems from the industry leader, Cisco Systems™.

Segment Your Lists

Watch your response rates reach new heights when you send out tailored emails to your lists. It's up to you how simple or complex you want to get using list segmentation.

Use our free VR List Segmentation tools to:

- Mail smarter! Create target audiences based on standard and custom fields within your lists.
- Improve response rates when you dazzle your customers with messages specific to their interests and actions.
- Group responders (clickers, openers) and non-responders (didn't click or open) across multiple campaigns.
- Easily suppress list members and campaign recipients from new segments you build.
- A/B split tests for better response rates! Divide your segmentation results into multiple mailing lists. This allows you to test offers, subject lines or even content to see which performs best before mailing to your entire audience to increase your ROI on all future email campaigns.
- Continue to expand or restrict the size of your mailing lists when you use advanced list segmentation.

Build Your Lists

Start capturing information from visitors to your site. Kick off your email marketing success and grow your list quickly!

Use our free form building tool to:

- Collect what you want to know. Ask anything – name, email address, state, and add custom fields such as shoe size or age.
- Grow your list from your Blog. Integrate your form as a Servant Keeper's I-Builder Widget for TypePad
- Build a clean list using double opt-in. New list members get a customizable welcome message asking them to confirm registration
- Build it fast. Information from your opt-in form is automatically loaded back into your VR account
- Stay up to speed with signup alerts if you want to know who's signing up to hear from you.

Create Professional Emails:

Servant Keeper's I-Builder allows you to choose from a range of email creation methods:

Email Wizard: Great for Beginners! Create a professional-looking email in minutes using more than 300 industry-themed and seasonal borders.

Email Canvas: For Beginners and Advanced! Take full control over the design of your email with one of our dozens of templates and an easy-to-use graphical HTML editor that works just like a word processor.

Freeform HTML: Have your own HTML design already set to go? Simply paste in your pre-built HTML and you're done!

Text-only: If images, colors and formatting are not for you, just type up a plain text email and send it straight out.

You can also easily personalize your email with any data from your mailing list; add easy to use Forward to Friend links to your messages, and link recipients back to a hosted version of the email.

Media Library: Host and edit the images for your email through our Media Library.

You can host up to 25mb of images at any given time and sort, crop, resize and rotate the images you upload. We will also be providing a free stock photo library of 75,000 images (through a partnership with photos.com) starting in March. These images will be accessible through the Library.

Real Time Reporting

With Servant Keeper's I-Builder you have access to the results of your email marketing campaigns in real-time, from any web browser! Day or night, you can view the statistics associated with your emails whenever you like including:

- Campaign Totals – View the number of emails Sent, Opened, Bounced and Unsubscribed.
- Click-Through Performance – View your click-through rate on any links you have contained within your email.
- Response Curve Reporting – Graphs inform you how your campaign did for the first 24 hours as it relates to clicks and opens.
- Domain Tracking – View statistics on your top domains (AOL, Yahoo!, MSN) including number sent, opened, clicked, bounced, and unsubscribed for each domain.
- Campaign comparison statistics – Graphs and charts enable you to compare response for up to 5 campaigns.
- Download Center – Download your bounced and unsubscribe email, as well as those who clicked and opened your email.
- Non-Responder Download – Download those who did not click or open and follow up with a different subject line enticing them with a different offer or article.
- Click to Conversion Tracking – Want to know what happens after the initial email click? With Click-To-Conversion tracking you can tie page visits on your site back to email recipients from your mailing list. Simply add the tracking code to any page on your site (purchase confirmation page, etc) and we'll report the results within your Servant Keeper's I-Builder account.
- ROI Tracking – Selling products? Running an e-commerce store? Push your reporting to the next level with the Return on Investment Calculator. Quickly view your ROI by comparing the cost of your email campaign to the sales you received as a result. We're not suggesting you fire your accountant, but the ROI Calculator is a great way to see how well your campaigns are performing and how it affects your bottom line.
- Google Analytics Integration – If you're using Google Analytics to track your web site and search campaigns, you can now activate Google Analytics for email campaigns, right from within your account

Surveys

Tailor one of our many professionally-designed survey templates or start from scratch with our Survey Editor. Translation: drop in your logo, pick layout options like background colors, insert questions and away you go! Pick from a range of question types such as multiple choice, ranking, or free response.

Maximize Responses: Getting great feedback from your contact list couldn't be easier. You can:

- Post a link to your survey on your website or blog
- Include a survey link in transactional emails, like order confirmation and monthly statements
- Use Servant Keeper's I-Builder Email to create professional invitations for the maximum response with a quick turnaround.

Analyze Results: Access powerful reporting tools from a dashboard that allows you to view summary reports, compare responses or apply filters to find specific answers.

Download data in multiple formats to export to another program. As always, your data remains private and secure with Servant Keeper's I-Builder. [Learn More.](#)

Take Action: Receive alerts so you can respond to positive or negative feedback immediately. Create a follow-up email campaign using collected data so you can refine products or services.

Powerful, flexible and easy-to-use, Surveys help you gain a deeper understanding of your customers.

Direct Mail

Don't have the budget to hire a designer? Don't have the expertise to do it yourself? No worries! Servant Keeper's I-Builder postcard is a wizard-based tool that enables anyone to create professional, high-quality postcards in minutes.

- **Image Library** – Simply select a picture from our image library of over 650,000 high-quality images or upload one of your own.
- **Type Your Message** – Move your cursor to any section of the image and begin typing. Your copy appears right over your image!
- **View Your PDF** – Servant Keeper's I-Builder will generate a PDF of your postcard so you can see how it will look when it's printed.
- **List Upload** – Simply upload your list using our easy to use list upload tool.
- **Click to Launch** – We'll print and mail your postcard campaign for you so you don't have to worry about going back and forth with a printer.