

www.m2news.com.au

m2news is a comprehensive email marketing software and direct marketing tool that allows you to keep in touch with your customer base, works with your website, tracks opens, forwards, link clicks, unsubscribes, bounces and more.

m2news features

- Maintain different groups of subscribers
- Clean subscriber groups of duplicates
- Track who read email and who 'read more'
- Show a subscription form on your facebook page
- Track who forwards
- Bounced emails management
- Subscribe/unsubscribe from own site
- Upload .csv list of subscribers
- Download .csv list of subscribers
- Download .csv list of bounces
- Manage subscribers
- Spam Compliant
- See spam score for each newsletter before sending
- Set welcome newsletters for new subscribers
- Automate latest newsletter to be sent to new subscribers
- Schedule send-outs (set and forget)
- Online Help Forum
- Phone Support
- Visual editor
- Custom designs available
- Choose from templates
- Upload unlimited images
- Google analytics tracking

- Form-free 'Send to friend' tracking*
- Add Facebook LIKE buttons into your newsletter
- Schedule future mailout
- 'Save a copy' feature
- 'Send to self' preview
- Reporting
- Number of emails sent
- Number of emails opened
- Number of emails opened in a browser
- Who clicked 'read more' links
- Graph of click throughs
- Percentage of un-subscribers
- Domain performance
- Geographical stats
- Social media stats
- Manage bounces

*Our system can track forwards that are sent by using the normal forward button in people's email program. We think it's obvious that if people are going to forward your newsletter to a friend, then they will do it the normal way, which allows them to select their contact from their address book, rather than having to type out email addresses in a form at the end of your newsletter or on a web page.

Security

Your data is secured using the best industry security standards:

The server that stores the data is a private server (owned by Media two) located at a data farm in Sydney, managed by netlogistics.com.au.

The database is a MySQL database, and has all the security that comes with being the standard type of web database used throughout the world.

The connection between the m2 News interface and the server is encrypted with 2048 bit encryption key issued by GeoTrust Global (www.geotrust.com) at all times, so any information you view or send to m2 news is encrypted.

The database server has no interface so there is no direct access to the data for viewing or editing, it all must be managed via m2 news. Only your own account will have the right access codes and level to view the data you add to the system.

The m2 news system has been running since 2008, and has experienced no down time, and no security breaches.

The whole system was created by us and uses no off the shelf applications which means it is not prone to hacking as it's a closed system

Pricing

There is no monthly fee for system usage — there is just a minimum cost of \$5 if you use it to send newsletters in any one month. If you don't use it in a specific month, then you won't be charged for that month.

PRICING (PER EMAIL SENT PER MAILOUT)	
Setup fee	FREE
Subscribers database fee	FREE
Custom template designed by us (optional)	\$159
First 1000	\$0.03 each *
1001 - 2000	\$0.02 each *
2001 - unlimited (additional emails)	\$0.01 each*
Single sends	\$0.03 each *

* a minimum cost of \$5 applies to any mailout.

m2news FAQs

Is there a monthly fee if I don't use the system to send emails?

No. If you don't send emails with it, then we won't charge you.

Is it easy to use? I'm not good with design and I don't know any html at all!

Yes, we have made it virtually foolproof. The system helps you create, save, and edit your newsletters. It is impossible to accidentally send a newsletter out (before it is finished) and the system keeps track of which ones you have sent and which ones you are working on. The editing interface uses the same kind of buttons that you would find in Microsoft Word, so using it is a breeze.

Can I upload my own images and PDFs?

Yes, you can upload as many images or PDFs as you like to put into your newsletter.

Will images show in my newsletters by default?

This depends on the program used by the recipient. We have created a page here which lists the email programs and how they handle images by default.

Can I upload an existing list of subscribers?

Yes, the system allows you to upload a .csv file. A .csv file is a file containing Comma Separated Values. Outlook and Windows address book both export to this format, and Microsoft Excel can save in this format.

Can I have a subscribe form in my site?

Yes. You can even have specific subscribe forms for different groups in multiple sites if you like.

Can I use my own template design?

Yes. You can either send your design files through to us (please see our guidelines for designing your own template), and we'll set it up as a template for you; or if you're comfortable with HTML, you can start with a blank template and paste in your own template code.

What happens to emails that get sent to dead addresses?

It intercepts the bounced emails and puts those recipients into a separate area where they await your attention. From there you can either delete them or change their email address.

What kind of reporting can I see?

Bounces, open rates, links clicked, who forwarded, unsubscribes, and more.

How do I cancel my account?

- If it is a trial and you don't login for more than 3 months, your account will be removed automatically. Remember, you won't be charged for having an account if you don't ever use it.
- If you have a full access account, and you don't update your credit card details in your account after it expires, then your account will be removed 4 months later after sending you a warning email.
- Alternatively, just get in touch and we can delete your account for you.