

News on Demand

Deliver 100% personalized news and targeted newsletters to your partners - based on their preferences



Impartner News on Demand, our unique newsletter platform, allows you to share news based upon the recipients' selections, delivering HTML newsletters when requested, without the need for any HTML development. Instead you can deliver 100% personalized and targeted HTML newsletters to each user, in a highly cost-effective manner. This delivers far better audience engagement (nearly twice the industry average!) because it puts your partners in control - or even employees or customers.

key features:

- Multi-tiered content functionality – allowing different content to be delivered to different types or tiers of partners
- Global flexibility – making it easy to deliver news in different time zones and languages – from one platform
- Control for partners to choose which news they want
- Easy integration into your partner portal
- No HTML coding - newsletters are auto-generated based on your content restrictions and your users' preferences
- Full branding
- Extensive analytics

EMAILS - CREATE

From Email Address (This is the email address that will appear as "FROM" address in the email)

From Email Address: Trevino Software - donotreply@demo.socialinbound.co.uk

Tracking (This is for tracking purposes only and is not visible to target audience)

Campaign: Demos

New Campaign Title:

Email Title: Partner Newsletter - June 2010

Select Audience (Select the target audience from the groups below, or create a new group if the following do not meet your needs)

Group Selection (Ctrl + click for multiple selections)

Include Groups

Exclude Groups

OR

Language: English

Countries (Ctrl + click for multiple selections)

Territories: APJ, Americas, EMEA, Global, Other

User Types (Ctrl + click for multiple selections)

Employee, Prospect Employee, Existing Employee, Reseller

Filters (Select the filters associated to this email to target the correct audience)

Content Type: General News

Template / Previous Emails (Select from an existing template or a previously sent email)

Select Template

Attachments (You can upload documents through this tool and link to them with the URL provided)

Select / Upload File From Repository

Content (Create your content for a short read (20) screen or wide and long email that will appear on the web)

Placeholders: For a User Profile Link, please use this link: %USER_PROFILE%

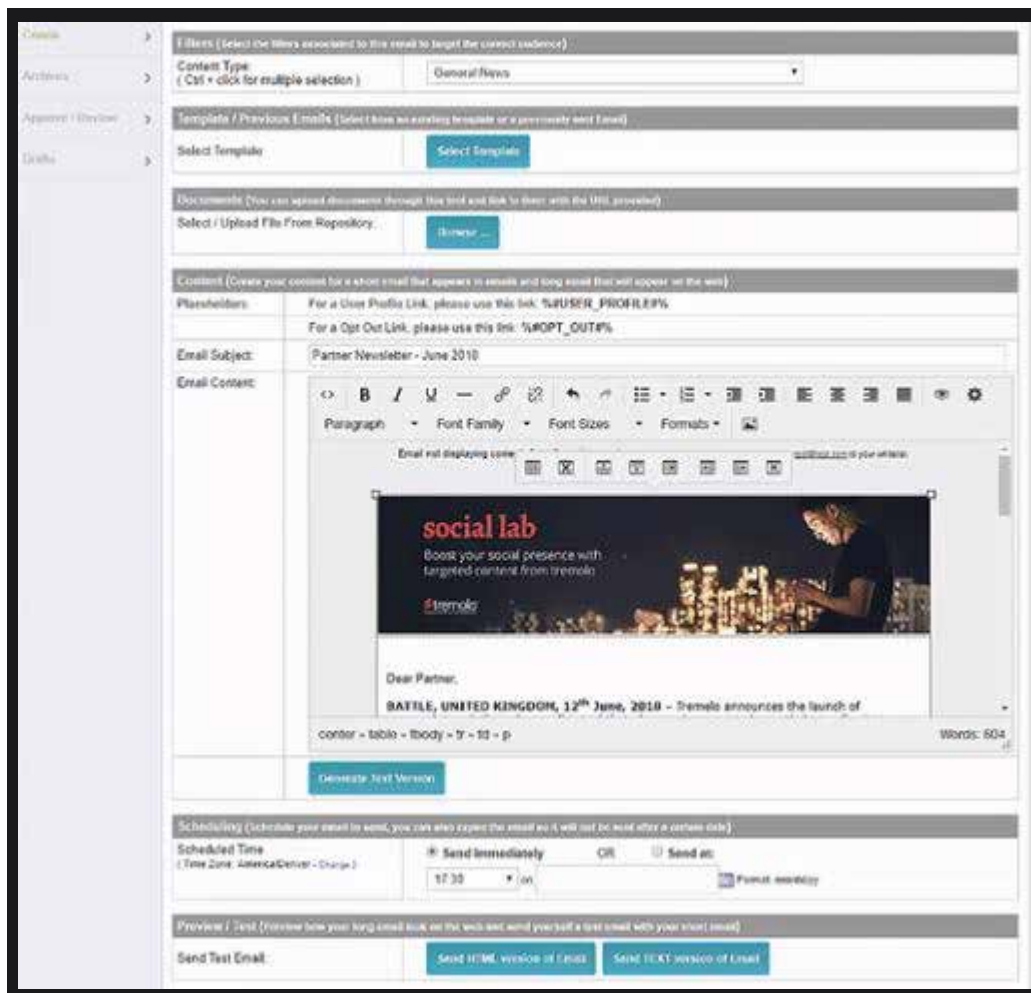
For a Opt Out Link, please use this link: %OPT_OUT%

Email Subject: Demos Newsletter - June 2010

How it Works:

Using the solution is simple, with just four simple steps:

- 1** Select the group of users you want to send content to
- 2** Tie a topic to your content type and the language it will be in
- 3** Create your article, schedule it, and send it for approval
- 4** A seamless HTML email newsletter is produced that will be bespoke to each user, based on the content you shared with them and what they've opted into



Find out more!

We'd love to show you more about how Impartner PRM can accelerate your channel. [Request a Demo](#) today.