

# SEE WHAT CAMPAIGNER<sup>®</sup> HAS UNDER THE HOOD



 **campaigner** *Elements*<sup>™</sup>



## See What Campaigner® Has Under the Hood

Campaigner Elements™ gives developers a new powerful API for leveraging list, contact, campaign, and content management features, as well as reporting on the wealth of "Big Data" you've collected over time.

[www.campaigner.com](http://www.campaigner.com)



### Leverage Campaigner's Core Services in your Apps

Whether you want to synchronize data between two systems, segment contact lists to pinpoint specific user activity, or obtain business metrics by running business intelligence reports against your customer data, Campaigner Elements can get you up and running quickly.

### A New and Improved API

With Campaigner Elements helping drive your email marketing, you'll save significant time, automate tedious list management tasks and gain more visibility into user behavior and campaign performance. Our powerful API helps you:

- Manage Contacts or Subscribers
- Manage Lists or Subscriber Groups
- Manage Content
- Manage Email Campaigns
- Download Metrics and Reports

### FLEXIBLE TECHNOLOGY

Campaigner Elements uses standards-based XML, HTTP and SOAP, which allows developers to use any programming language.

Write applications in PHP, C#, .NET, Java, Ruby, and other languages!

Secure your applications – Campaigner Elements accepts only SSL connections, just like your online banking.

Get best practices-based sample code in your programming language of choice.

## Give Your Email Marketing Serious Horsepower



### Manage Contacts or Subscribers

Managing contacts is key for properly identifying and reaching out to the people who are most likely to make use of your campaigns. For example, information you record about contacts can help you target those for specific segments, such as women with family incomes greater than \$75K or men who travel more than five times per year for business.

Campaigner Elements provides several ways to add contacts, so you can use the one most convenient for you.

You can also update attributes for contacts (such as birth dates or email addresses), which helps you keep the information you store about contacts current.

Contact management is a great way to understand the power of the Campaigner Elements. Upload thousands or even millions of contacts in a single hour. In a world where "Big Data" is often problematic, Campaigner Elements has the resources and scalability to meet your needs.

### Manage Lists or Subscriber Groups

List management is crucial for targeting specific customer preferences with your campaigns. Successful campaigns are based on your ability to group customers based on likes, dislikes, and personal characteristics – and then create campaigns to meet that group's needs. You must also be able to manage groups as your customer base evolves over time.

The powerful Campaigner segmentation engine available via the API automates the frequently used tasks associated with list management, including creating or deleting mailing lists and segments (both dynamic and static). Campaigner boasts one of the industry's most flexible segmentation engines, capable of many logical and comparison operations most email service providers don't dream of attempting.

When combined with business intelligence and reporting, the segmentation available through Campaigner Elements list management gives you a detailed analysis about how to reach your customers, and how to drive those customers toward purchases.





## Manage Content

With Campaigner Elements, you can upload your own email campaign templates or choose from the Campaigner library of more than 600 pre-designed and easy-to-search email templates for use through the API.

You can also upload and download images for use within your campaigns and grab auto-generated thumbnails for use in your custom applications.

Campaigner Elements gives you a complete, end-to-end platform service to automate managing your content.



## Manage Email Campaigns

Managing campaigns and tracking their results helps you determine how successful campaigns or specific campaign elements are in communicating your intended messages to your contacts or subscribers.

For example, you may find that your recipients open messages with coupons more often than those with information about in-store discounts.

Campaigner Elements lets you quickly integrate aspects of campaigns into your business applications or processes. You can send campaigns, determine how many times a campaign was run, and generate a list of campaigns, among many other tasks. You can also schedule or trigger campaigns based on times or events or send your customers through your best drip campaign or workflow, all automated via Campaigner Elements.

### What Customers Say:

*“I believe Campaigner has helped Aethon achieve triple digit growth year-over-year.”*

— Peter Seiff



## Download Metrics and Reports

Given that you can store as much data as you like about your campaigns and contacts, it's important to be able to step back and draw meaningful insights from the details.

Campaigner Elements offers powerful reporting capabilities to help you pinpoint customer behaviors, activities and trends.

With an understanding of behavioral trends, you're one step closer to understanding the lifecycle of your contacts, from the time they sign up for email communications from you to the general triggers that cause them to unsubscribe.

While the drive is on for "Big Data", the Campaigner Elements unique, simplified reporting API interface allows you to query once and run many different types of reports against that query, whether for contact or campaign related data. Just some of the reports available include:

- Detailed contact information as well as group membership
- Summary-level campaign delivery and activity metrics by domain
- "Big Data" contact activity reports by campaign
- Open and click-through rates and detailed clicks by contact

## Flexible Integration Methodology for Your Business

Campaigner prides itself on its support model and outstanding customer experience.

Campaigner Elements is fully scalable and supports integration with a diversity of platforms and technologies, including third-party databases and applications, CRMs, web sites, and social networking content.

While every project is unique, we've identified a process – working with many clients of different sizes and with varying needs – that works well for successfully completing integration projects from start to finish.



## We Provide Support Every Step of the Way

We're here to help you be successful. Our Sales Engineering team will work with you to make the best decisions for your custom application from a business perspective. We'll also support your development team from the design phase through implementation and testing, and stay with them until you're confident your application is fully integrated the way that you want.

A dedicated team of j2 Sales Engineers is available to help your team develop custom applications by providing:

- Detailed needs assessment and recommendations for usability and user experience.
- Assistance throughout development (sample code, advice on implementation, etc.)
- Proactive troubleshooting during testing.
- Support from pre production through to deployment, to ensure a smooth rollout.

## Learn More – Or Get Started Now

Speak with a Specialist: 1-866-358-6388  
[www.campaigner.com](http://www.campaigner.com)

**Looking for MORE?** Campaigner Elements also integrates with CampaignerCRM™ – one of the most powerful sales process and email marketing-driven CRMs on the market for small business.

Speak with a CRM Specialist: 1-855-327-9276





North American based industry leading support here to service every aspect of your email marketing needs.



## TECHNICAL SUPPORT | Available: 24/7

### LET US HELP WITH:

- Login and website technical issues
- Segmentation questions and account locks
- Help with list upload

*Escalation to your Account Executive*

### CONTACT US

Toll Free: 1-888-845-4544

Email: [support@campaigner.com](mailto:support@campaigner.com)

Online Chat Support

## BILLING SUPPORT | Available: 24/7

### LET US HELP WITH:

- Upgrade or downgrade your account
- Credit card updates and charges
- Explanation of bill

*Escalation to your Account Executive*

### CONTACT US

Toll Free: 1-888-845-4544

Local: 1-613-216-8935

Email: [billing@campaigner.com](mailto:billing@campaigner.com)

## SALES ENGINEERS | Available Business Hours (Eastern Time)

### LET US HELP WITH:

- Coding to the Campaigner® API
- Technical integration questions
- API troubleshooting
- Sample code and documentation

*Escalation to your Account Executive or Support*

### CONTACT US

Email: [api@campaigner.com](mailto:api@campaigner.com)

## MAJOR ACCOUNTS | Available Business Hours (Eastern Time)

### LET US HELP WITH:

- Segmentation and workflow issues
- Recurring or continuous campaign support
- Adding bulk "From" email addresses
- Agency support issues

*Escalation to your Account Executive or Support*

### CONTACT US

Email: [client.success@j2.com](mailto:client.success@j2.com)

## ACCOUNT EXECUTIVE

Available Business Hours (Eastern Time)

### LET US HELP WITH:

- New account setup and custom pricing
- Interested in API integration
- Account management and escalations

### CONTACT US

Toll Free: 1-866-358-6388

Local: 1-613-216-8935

Email: [salesteam@campaigner.com](mailto:salesteam@campaigner.com)