



Leepfrog's LEGEND MAIL

Responsible and reliable high-volume e-mail delivery

LegendMail simplifies high-volume e-mail delivery to opt-in contacts. With the ability to pull information from databases, it can also customize messages, giving each contact the most relevant information. LegendMail can be expanded with LegendMail Planner to send e-mail based on certain events or "triggers."

No spam. Ever.

Leepfrog is one of the most reliable e-mail delivery services in the industry, thanks in part to our very strict anti-spam policy: If the recipient thinks it's spam, it is. Because of this, our outbound e-mail is white listed by many ISPs, so your legitimate e-mail gets top priority.

The message builder makes it easy.

LegendMail's message builder is a step-by-step process that leads you through each part of creating a customized message. With this tool, anyone at your institution can create customized e-mails for a large number of opt-in recipients.

Databases: manage and store data about your contacts.

Information collected through LegendMail forms is stored in a database and classified by each contact's name. This database is searchable, so you can review information about each individual contact. It can also be integrated with other external databases that you own.

LegendMail Planner

LegendMail Planner works with LegendMail to make e-mail campaigns more automated and more focused. Using "triggers" LegendMail Planner can be used to kick-off a particular campaign when a contact-initiated event happens, rather than relying on a strictly pre-set timeline.

Database synchronizing for more power.

LegendMail Planner can pull data from an existing database to generate e-mails more targeted toward each individual's interests. Any new information collected about your contacts through LegendMail is stored in that database.

Data mining, for better information about contacts.

With LegendMail Planner you can search your databases for desired information about your contacts. Where are they coming from? What are their interests? These details give you greater insight into who your contacts are and what they want.

Triggers send e-mail based on changes or thresholds in the database.

LegendMail Planner keeps track of changes in your database and can be set to send e-mail out in response to certain changes, or "triggers." For example, LegendMail Planner can be set to send prospects information about various scholarships two weeks after they have completed an online application. Or if you have an annual event, you can set LegendMail Planner to remind your contacts of the event one week before it happens. Triggered e-mails only need to be set once. The e-mail will continue to run according to your specified rules for as long as you wish it to.

Testing, Persistence, and Communication.

Helping your mail find its destination takes all three. We test and audit major ISPs to make sure your mail gets through to them. We persistently re-send e-mails that should be going through, while refraining from re-sending "known bad" e-mails. And we keep you informed about the state of your e-mail communications with detailed summary reports, so you can see how your investment is working.

The form builder helps gather information.

Create feedback forms, registration forms, questionnaires, or forms for gathering other information. These forms can be included in an e-mail and sent to your list of contacts. Information that you receive from these forms can be stored in a database and used later.

Reports show you how your investment is working.

LegendMail's e-mail reporting tools give you insight into how effective your e-mail campaigns are. For example, after sending an e-mail through LegendMail, you can review, in real time, what percentage of your contacts are opening the e-mails and what percentage are responding to them.

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