

## E-mail broadcast by point and click

*Easy but professional delivery  
of your newsletters and  
special offers.*

*No investment, no expert  
knowledge necessary*



Flexible to use



Detailed logs



High delivery rate

## Why GTC

GTC delivers your emails professionally and without installation or investment: in your protected customer area you can prepare your e-mailing around the clock - and start at the touch of a button.

All your e-mails are dispatched via GTC's own redundant network of high-performance servers – and with all features!

No time? No problem: we will take care of everything for you! Just call / email! Our friendly customer advisors will be happy to help you!!

# E-mail broadcast – it's that simple

You are completely flexible: you can use your own customer access to prepare and start your e-mailings yourself with just a few clicks. It is very simple and self-explanatory. The dispatch takes place via our high-performance systems. Our customer advisors will help you in case of questions or also by preparing your orders.

## Prepare

- + Secure customer-area - 24/24 h.
- + **Personalization:** in the subject or in the e-mail-body
- + Sender-address can be chosen individually
- + Define your sender address, alternative answering address, desired sender time and many more

## Create

- + Create your HTML draft with our template system
- + Use existing templates and change texts and images
- + Upload images and integrate them online
- + Define link- and background colours by a click
- + **Responsive-Design:** Automatic adjustment to the design of the mobile format



# Sending and evaluating

*The delivery of your e-mails is most important for us: many technical measures (automatic resending with greylisting, delayed sending of many e-mails to the same provider, IP address change, intensive monitoring and much more) we ensure a maximum delivery rate.*

*You don't have to worry about anything - your emails will arrive with us!!*

## Send

- + Dispatch of text, html formats and **multipart**.
- + **Bounce-management**: automatic check of addresses before dispatch.
- + Disposition of **subscription link** – all clicks are registered automatically in your blocking list.
- + Increasing delivery rate by second dispatch, in order to avoid the so called **greylisting**



## Evaluate

- + Detailed **transmission report and statistic**
- + Statistics concerning browsers / equipment used to open the e-mail
- + Protocols regarding to the click behaviour of your recipients

