



If you want to send effective e-mail newsletters, then you need to use **EMMA** – Virtual Viewing's very own **EMail Marketing Assistant**.

One of the Virtual Viewing family of web-platform products, **EMMA (EMail Marketing Assistant)** puts you in control of your e-mail marketing and helps you manage your customer relationships.

Look at what **EMMA** does for you:

- sends any quantity of e-mail newsletters – quickly and easily
- works 24 virtual hours – you can login from anywhere in the world
- gives you accurate real-time statistics on the successes of your campaigns
- builds customer profiles with each newsletter you send, helping you to create even more effective campaigns in the future
- no additional charges for each e-mail you send – **EMMA** works on a flat-fee basis.

**EMMA** makes sure your messages are heard.



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Managed through a simple web interface to give you anytime/anywhere access, **EMMA** has all the powerful features you'd expect to get the job done.

Here are just a few of the things she can do for you:

- **EMMA** always asks permission first, with a choice of mailing list subscription methods
- tailor individual newsletter content for target groups that you define
- reflect your branding and corporate design using layout templates
- **EMMA's** Import Wizards let you use your existing e-mail lists – or import new ones
- optional CRM integration – **EMMA** will work with your existing systems
- automated schedules – **EMMA** sends your campaigns when you choose
- if you use **OSCAR** (our content management system), **EMMA** can even turn his News items into e-mail newsletters automatically – you don't need to do a thing.

And once we have introduced you to **EMMA**, you can meet the rest of our family, adding e-commerce (**ERIC**), content management (**OSCAR**), search engine advertising (**ADAM**) and optimisation (**SUE**) – all working to enhance your whole business.

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Now you've met **EMMA**,  
why not meet the family...



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