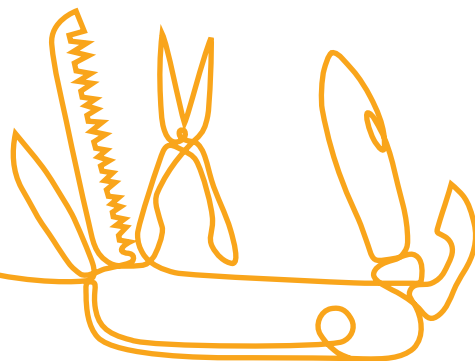
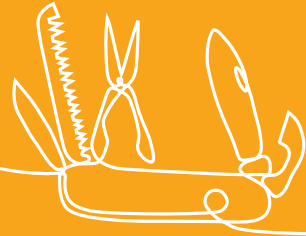


# VutureVx

## Vx Email Product Sheet



# Contents



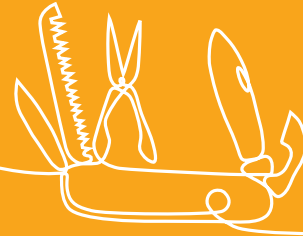
## Title

## Page

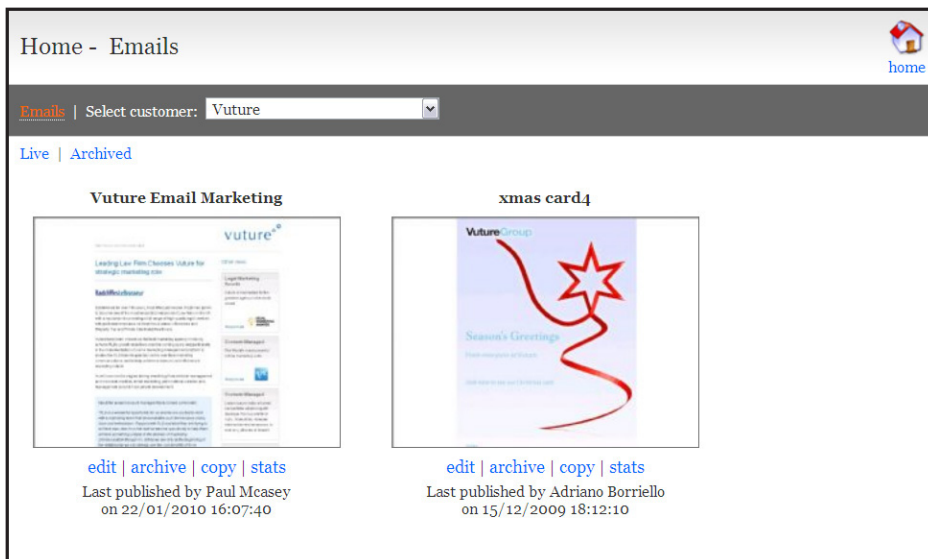
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# Overview



## Vx Email is the most **powerful** email tool available on the market today.



Vx Email is a browser based system which allows users to easily edit emails, send campaigns and track client activity.

Our client's bespoke templates are highly customisable with a simple drag-and-drop methodology to alter the look and feel.

### Award winning platform

When you choose Vx Email as your marketing platform you are selecting a solution that has won numerous awards, acres of positive press coverage and fistfuls of client recommendations.

Most recently the platform won both the Knowlist Award for Product Innovation of the Year and Legal Technology Award for Innovative Product.

### Vx Email is used globally by some of the world's best known companies including the likes of:

- Ernst and Young
- Savills
- LG
- Aon Benfield

Vx Email has been deployed on every continent, handles all languages, character scripts and email clients.

# Editing Content



## Editing content to achieve an email layout and message which meets your needs is extremely simple.



Every aspect of an email template is customisable by our users.

Editing is non technical; anyone who can turn on a computer can create a great looking email.

### Editing text

To edit text, a Vx user simply clicks on the piece of text they want to change.

The text editor will open automatically with all of the standard text formatting options a user of Microsoft Word or similar packages will be used to using.

### Editing images

The image editor in Vx is highly powerful and very simple to use. To edit an image, a user simply clicks on the image to open the image library.

Any image selected is automatically resized to work in the image place holder. The user has a range of image manipulation tools to very simply achieve a suitable crop.

Users do not need Photoshop or other image manipulation software.

### Editing layouts

Users can very easily amend the structure of their email. Blocks of content, images or text, can be dragged to a suitable location on the page. The system will automatically style the block to ensure design consistency.

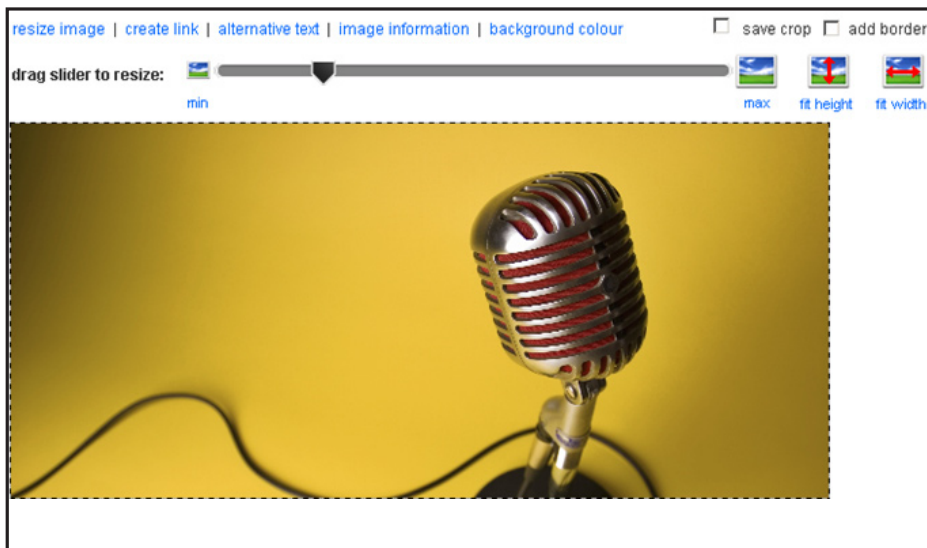
Users can delete blocks of content, or choose a new item to input on the page from the snippet library.

With the power of Vx Email one template can be turned into hundreds of new designs.

# Image Library



The Image Library is a **powerful** asset management tool, giving the ability to easily control and manipulate images.



## Image library

Vx contains a single image library which is shared across all modules of the system. Images can be organised into folders, with different access levels to folders dependent on the user's access rights.

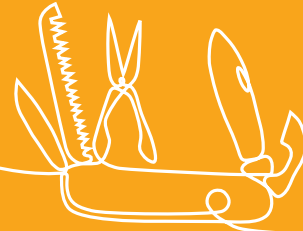
Having a central image library shared by all users, with upload rights, access rights and licence management turns the platform into a powerful digital asset management tool.

The library contains easy to use image editing tools, allowing users to easily find a suitable crop to use in their template

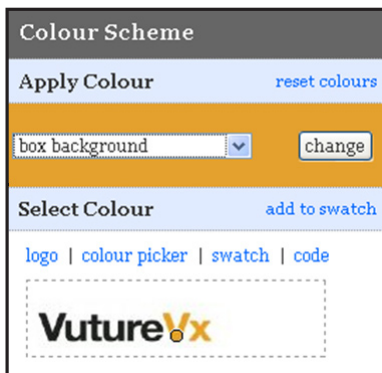
## Image rights management

When uploading images where a licence has been procured for a set time, Vx users can enter the terms of the licence to ensure the image is not incorrectly used at a future date.

# Rebranding templates



## If required, Vx can **rebrand** templates with new logos.



Users with **Multi Brands** or the requirement to **co-brand / create client branded materials** have the ability to upload additional logos into the Vx platform.

The logo will resize to work in the context of the template, the user can then pick colours from the logo to make the template match the colours of the new logo.

### Locking down the template

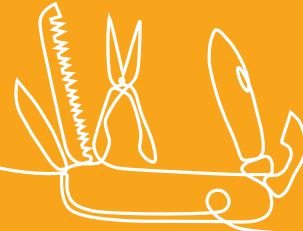
For users that want the ability to alter colours in the template. The logo upload function can be switched off.

If some element of colour selection is required, users can be given a predefined swatch, usually following the brand guidelines to select from.

### Turning off the rebrand function

Clients who do not want Vx users to have the ability to alter colours and look and feel can have this function completely switched off.

# Templates



**Vx Templates are always **bespoke** for clients; we can either place existing designs into the system or create new templates.**

## Snippets

Whether we design the template or place existing materials into the library, we will need to create a range of snippets for the template.

Snippets are simply types of content holder which can be placed and moved around the page allowing you to create new designs for each piece of material you create.

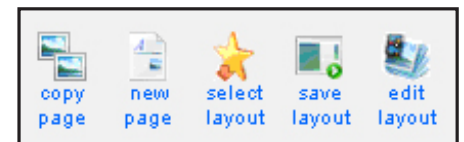
## Templates

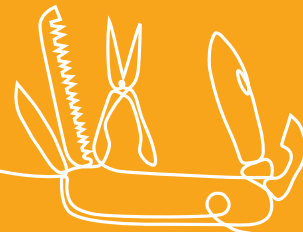
Vx templates are always bespoke for every client. We can take existing designs or materials and place them into the system or create a new set of templates based on your brand guidelines.

Each set of templates will have specific rules on what can be manipulated on the page, with users with different access rights able to manipulate different aspects. We will agree with you which content types can be moved on a page, which snippets can be inserted into the page and how the workflow will work.

## Saving new templates

The snippets make a page so flexible that you can create brand new templates. These can be saved by the user to be made available to other users in the system.





## All aspects of user access can be managed by the administrator.

Users - All <a href="#">add user</a>												
Select Container: <span>All</span>												
<a href="#">select all</a>   <a href="#">select none</a>   <a href="#">select never logged in</a>    <a href="#">reset passwords</a>   <a href="#">email selected users</a>   <a href="#">edit email</a>   <a href="#">export selected users</a>												
		Name	Email	Containers	Access Level	Last Login	IP Address	Enabled	Container Approver	Global Approver	Reset Password	Send Password
<input type="checkbox"/>	<a href="#">edit user</a>	Vuture User (login)	<a href="mailto:info@vuture.co.uk">info@vuture.co.uk</a>	Vuture	Vuture Admin	19/04/2010 16:28:34	127.0.0.1	✓	✓		<a href="#">reset</a>	<a href="#">send</a>

### Online administration

Administrators have full control of their Vx package.

Administrators have the ability to manage user access, set up containers and materials only accessible to certain users and to modify a user's permissions.

### Workflow

Workflow is tailored to meet client requirements. Typically users can be locked down to the following:

- Department/country materials
- Module (email/print/web etc)
- Editing / Sign-off / Publishing
- Editor / Admin / Super Admin rights

### History & rollback

Every activity undertaken by a user can be tracked by change, date and time. Every change is recorded on a per user basis.

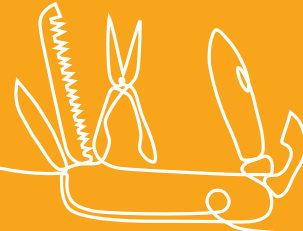
The system contains version control functionality allowing for roll back to previous published versions.

### Security

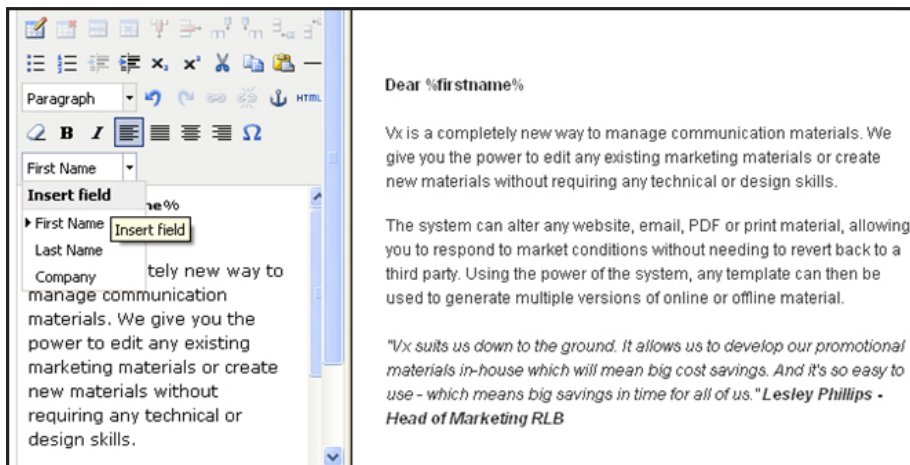
Each user has an individual log-in and password. Administrators can immediately limit access to any individual at any time. Log-ins are encrypted and if required can be additionally protected through an SSL certificate.

Access to the system can be locked down to a specific IP address.

# Specialist Content



There are a range of **specialist** types of content which Vx can handle in an email.



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## Personalised content

Within the text editor function there is the ability to add personalised content. All of the standard database headings such as Title, First Name, Last Name and Company can be automatically inserted.

## Inserting tailored content

If we connect to your CRM, it is possible to automatically insert any content which is held in the CRM.

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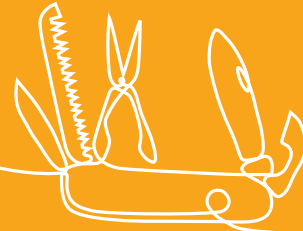
## Forms, subscriptions, event RSVPs & data verification

Vx allows users to create a range of forms with fully editable fields, with a choice of how the user responds. If connected to the CRM, these can write directly to the client field.

## Links

When creating landing pages, you can link from any image or piece of text by using a drop down list.

To link to an external website, simply type the address in the link box.



# Vx offers complete **flexibility** in sending email campaigns.

Send Email: **Compose Email/Intelmail** preview send cancel

**From:** Database ▼ **Reply-To:**

**Subject:** Intelmail

**List source:** Vx ▼ [add emails](#) | [import emails](#) | [export list](#) | [delete list](#) | [new list](#)

**List to send to:** Default List ▼

**Filter list:** No filter ▼ [add filter](#) | [delete filter](#)

Email	Name	Company	Status	IA Id
info@vuture.co.uk	Vuture User	Vuture	Subscribed	
robin.stephens@vuture.co.uk	Robin Stephens	Vuture	Subscribed	
chris.muir@vuture.co.uk	Chris Muir	Vuture	Subscribed	

## Emails from...

Emails can be managed to come from a database of senders. If we are integrated with your CRM the key account handler can automatically be selected as the sender.

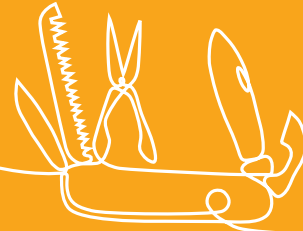
You may also select a range of pre-defined from addresses such as info@.

Users can select a proxy to receive responses.

## Managing the send process

Vx allows for the upload of standard databases such as excel and CSV files. We can also integrate with many CRM packages allowing for seamless data integration.

Data selected can be filtered by headings held in the database. If we are hosting Vx, mail is sent from our servers, ensuring no impact on your own connection speeds.



# Vx **ensures** your email reaches the recipient.

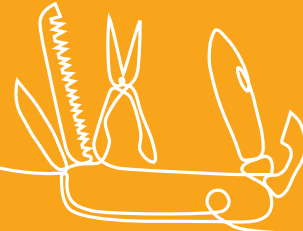
Email	Status
robin.stephens@vuture.co.uk	Success
tufan.unal@vuture.co.uk	Success
edd.couchman@vuture.co.uk	Success
maria.gomez@vuture.co.uk	Success
john.stephens@vuture.co.uk	Success

All **templates** are run through email client template checks to ensure that when your mail is opened it is displayed correctly.

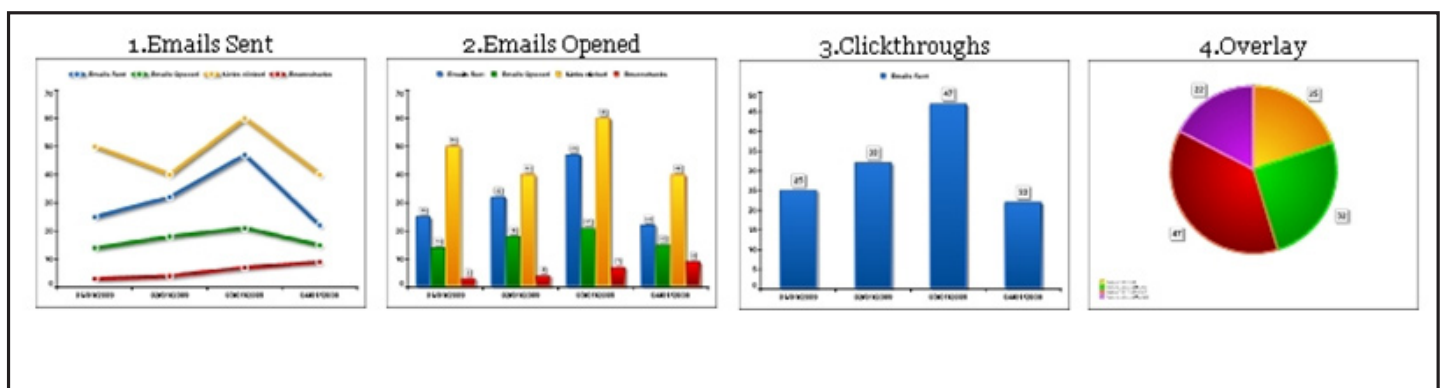
We follow all of the best practices in template build and send of mail to ensure that emails do not get picked up by **spam filters**.

Mail is sent **individually** ensuring the server is not blacklisted as a spam machine.

Clients have the ability to manage their subscriptions, opting out of campaigns, mail types or all mail campaigns. Vx will automatically check black lists to ensure data compliance.



# Vx email **reporting** goes well beyond the standard reports offered by other providers.



Vx can give full visibility on bounce-backs and undelivered messages.

The system gives you the visibility you require to identify reasons for mail sending failures and the tools to manage your data cleansing.

## Data reporting

Vx has a range of standard reports which include:

- Emails opened
- Links clicked
- Bouncebacks
- Undelivered
- Trends such as best time of day to send by sector or campaign
- Global statistics

## Beyond email

If you are managing a website or microsite with Vx, we can exact activity of the user activity across the website giving trends of where a visitor has been and downloaded.

If we are integrated with your CRM Vx can write the data back to the client file.

## The personal touch

We work with you at the beginning to work out what reports you require from the system to give regular automated reports that help your business.