

# kNEWS ListBuilder

## E-mail List Management Software for IBM Lotus Notes & Domino

### **kNEWS ListBuilder™ for Lotus Notes**

**kNEWS ListBuilder** is a powerful e-mail list management software application for building permission-based e-mail list groups in IBM Lotus Notes® and Domino™ R5 & 6. Designed to help any organization that is struggling to create and manage e-mail lists groups, ListBuilder will help streamline your e-mail communications processes.

ListBuilder is best used by organizations who have a Notes/Domino infrastructure and are using e-mail to communicate with clients, prospects, partners, investors, and employees.

The CAN-SPAM Act of 2003 has raised the hurdle for organizations that want to send commercial e-mail legally. ListBuilder offers a system for meeting the CAN-SPAM requirements and simplifies the process of managing multiple opt-in e-mail list groups and RSS news feeds.

### **What Can You Do with ListBuilder?**

With ListBuilder, you can:

- Build single or double opt-in e-mail list groups for e-mail marketing, e-newsletters, surveys, press releases, bulletins or alerts
- Offer an online subscription process from your website, portal, extranet, or intranet
- Automate e-mail list subscribe and unsubscribe functions
- Build custom, targeted e-mail list groups from imported data
- Publish RSS news feeds.

### **The Business Benefits of ListBuilder**

Similar to a "list serve" or "listserver", ListBuilder is helping organizations in a variety of industries

(government, hi-tech, education, and manufacturing) use e-mail to connect with their stakeholders efficiently and affordably. Marketing teams, human resources professionals, and IT groups are realizing business benefits such as:

- Less time and money to manually process and administer e-mail lists
- Lower marketing and communications costs
- Improved ability to proactively communicate with stakeholders
- Additional value from their Lotus Notes & Domino investments.

### **Save Time & Money**

Much of the overhead involved in publishing e-mail communications has to do with e-mail list management. Keeping e-mail lists up-to-date, managing the subscribe and unsubscribe processes, and handling e-mail bounces can be time-intensive and costly. ListBuilder automates many of these functions, providing your organization with a reliable and easy-to-use list management system.

### **Simple Installation & Configuration**

ListBuilder utilizes your existing Notes & Domino environment and can be installed and configured by a Notes administrator in a few hours! Because list managers will use a Notes client to administer ListBuilder, training and support requirements are minimal.

### **See An Online Demonstration**

If you would like to see an online Web demonstration of ListBuilder, give us a call at (732) 917-4204. It takes about 10 minutes and we'll show you how easy it is to build and manage e-mail list groups with this application.

**Download a FREE Evaluation Copy of kNEWS ListBuilder!**  
<http://www.maargasystems.com/products/knews/LBDownload.shtml>

## ☑ ListBuilder Overview

ListBuilder is comprised of four modules from the kNEWS Professional™ application: **Subscription, Mail List, Reporting** and **Logging**. These modules have been in production for more than five years, are installed at numerous customer sites, and offer a rich set of functions to help your organization manage multiple e-mail list groups in the Lotus Notes and Domino environment.

## ☞ Key Features & Benefits

### Subscription Module

- Build an unlimited number of permission-based, corporate-owned e-mail lists within a single Notes database
- Mail groups are automatically cascaded to support a virtually unlimited number of subscribers
- Utilize a single or double opt-in subscription process so your organization avoids the pitfalls of sending "spam" or Unsolicited Commercial E-mail (UCE)
- Simple e-mail list management lets business users and administrators add, update, delete, import and/or export subscribers easily
- Subscribers maintain their own subscription profiles by completing a web-based form that integrates into your existing website, portal, or intranet
- Subscribe individuals automatically via a configurable e-mail process
- Enhance subscriber satisfaction by offering one-click unsubscribe via e-mail and selective unsubscribe via a Web browser
- Automated functions handle list management without requiring administrator intervention
- Customizable subscription form and confirmation e-mails let your organization configure ListBuilder to your unique requirements.

### Mail List Module

- Build dynamic customized e-mail lists from imported external data
- Deliver more targeted e-mail communications to stakeholders
- Best used for e-mail communications where an organization has an existing relationship with recipients and implied permission to communicate via e-mail--e.g. employees, retirees, board members, partners.

### Reporting Module

- Collect subscriber statistics and generate informative subscription reports.

### Logging Module

- Provides an audit trail by keeping a time-dated log of all events that happen in the other modules
- Configurable logging levels help you correct problems and monitor performance.

### IBM Lotus Notes & Domino Application

- Utilizes your existing investment in IBM Lotus Notes & Domino R5 or 6
- Simple, affordable licensing options
- Easy to learn and manage for business users
- An IT-friendly solution requiring minimal setup and limited ongoing support.

### RSS Content Syndication

- Create an unlimited number of RSS news feed channels
- Post XML content from other RSS sources to those RSS feeds.

### Security

- Maintain corporate control of all e-mail list groups
- Assign access to different parts of the list building and management processes.

### Comprehensive Training & Support

- Flexible support and training options for organizations who want to accelerate their success with ListBuilder
- Online help, extensive documentation, and other self-help options are available.

### Source Code

- Source code is available for purchase so that your organization's Notes developers can customize and enhance ListBuilder
- Speed the time it takes to implement a custom e-mail marketing and communications system.

## ☞ System Requirements

kNEWS ListBuilder requires IBM Lotus Notes and Domino R5.0.x or 6 and good connectivity to the Internet or your intranet. ListBuilder will run on all Domino supported platforms including:

- Windows 98, NT, 2000, XP
- eSeries, iSeries, AS/400
- Unix
- Linux