

## Direct Mail Brings Powerful Email Marketing Management to the Mac

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e3 Software today announces Direct Mail 5.0, an important update to their email marketing app for macOS. Direct Mail offers anyone the ability to design and send attractive newsletters, grow and organize mailing lists, and track and report email campaign analytics. Powerful features make it easy to run campaigns that deliver results. Version 5.0 brings new and improved features, including an innovative new template editor, an app-integration directory, image editing, and improved performance.

Mountain View, California - e3 Software is today proud to announce the release and immediate availability of Direct Mail 5.0, an important update to their email marketing app for macOS. The app provides powerful tools for designing and sending attractive newsletters, growing and organizing mailing lists, and tracking and reporting email campaign analytics.

Direct Mail is perfect for use by individuals, as well as businesses and teams of any size. The app offers advanced features like cloud syncing across devices, email automation, and integration with over 700 other apps and services on the web.

"Direct Mail takes a powerful set of features and wraps it in an easy-to-use interface that any Mac user will feel at home in. Anyone from individuals to businesses can easily create and send eye-catching email campaigns that deliver results," explains Jonathan Hammer, President of e3 Software. "We really think that people are going to love the new template design features and integrations that are rolling out in this latest release."

Using Direct Mail's easy-to-use interface, anyone can compose an email by customizing one of over 50 templates included in the app, or by importing a third-party design. Personalization features allow users to customize email content for each person on their list. Built-in image editing helps with simple corrections and adjustments, saving users from having to master complicated graphics apps. Behind the scenes, Direct Mail optimizes each message to ensure accurate display on mobile, web, and desktop email clients. Users are automatically alerted to any broken or inaccessible links, spam filter issues, misspelled email addresses, or other errors that might be present in a message before it is sent.

Composition Features Include:

- \* Large gallery of professionally designed, customizable templates
- \* Import templates from other sources
- \* Mail-merge tags and conditional sections allow dynamic content for each recipient
- \* Built-in image editing tools for retouching and editing
- \* Email rendering tests for over 50 different email clients
- \* Live previews update as you make changes
- \* Drag-and-drop editing
- \* Professionally-curated font selection

The app's mailing list features allow users to create and manage multiple lists. Direct Mail can create email sign-up forms that automatically sync new subscribers to their mailing lists. In addition, contacts can be imported from apps like Excel, FileMaker Pro, Daylite, and many others. Convenient Zapier integration enables connections to over 700 popular apps and web services, including Salesforce, SurveyMonkey, Shopify, and more, allowing contacts from a web store or customer relationship software to be added automatically to a mailing list.

Email list management is easy, due to Direct Mail's automatic unsubscribe, bounce, and

complaint handling features. Once a recipient unsubscribes, they'll be automatically excluded from future campaigns. Bounces and spam complaints are also handled automatically.

The app offers real-time tracking and reporting of key campaign metrics. The app tracks when recipients open an email or click links. Direct Mail displays up-to-the-minute statistics such as the most popular links, which email clients are being used, and recipient geographical data. Reports can be viewed at anytime and on any device.

Tracking and Reporting Features Include:

- \* Dashboard offers a clear summary of all campaign metrics
- \* Detailed activity reports for individual subscribers
- \* iOS companion app, Stamps, allows viewing reports on an iPhone or iPad
- \* Share campaign metrics via spreadsheet, PDF, or live-updating web page
- \* Side-by-side views for comparing the performance of multiple campaigns
- \* One-click integration with Google Analytics

Direct Mail takes advantage of the built-in e3 Delivery Service, making it easy to send an email campaign to a large mailing list in mere seconds. e3 works with email providers around the world to ensure your email makes it to the intended recipients' inbox. Direct Mail's scheduling features ensure the email is sent automatically at the time you decide. For businesses that already manage their own email infrastructure, Direct Mail can also deliver email via a user-provided SMTP server.

Groups can collaborate by taking advantage of the app's reliable cloud sync features which allow colleagues to work on emails from any Mac. Users can work on a campaign, even if an internet connection isn't available, and Direct Mail will automatically resume syncing when the connection has been restored

Direct Mail's automation features allow for hands-free email campaigns. Autoresponders can be configured to send drip campaigns, birthday greetings, or any other automated message. Programmer-friendly APIs allow Direct Mail to be integrated into custom business software solutions. Non-programmers can use Zapier to connect Direct Mail to the apps and web services they already use.

Direct Mail takes advantage of features unique to native Mac apps. The app offers unlimited undo and redo, universal drag-and-drop, keyboard shortcuts, multi-touch gestures, and Touch Bar support. Users with low or limited vision can access all features of the app through its support for accessibility features like VoiceOver. The app also supports the macOS/iOS Handoff features, Photo library integration, haptic feedback on Force Touch trackpads, and much more.

Users can try out the powerful features of Direct Mail for free, sending up to 50 emails each month at no cost, with no sign-up required. Users with the need to send more emails can find a pricing plan to fit their needs on the Direct Mail website.

Device Requirements:

- \* macOS 10.11 or higher
- \* Compatible with macOS High Sierra

Pricing and Availability:

Direct Mail 5.0 is a free download and is available worldwide through the Direct Mail website. Users can send up to 50 emails a month completely free, with no sign-up required. If users need to send more emails, they can sign up for a pricing plan that fits their

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needs. Pay As You Go email credits are available for as low as \$30, unlimited plans start at \$15 per month.

Direct Mail 5.0:  
<http://directmailmac.com>

Features:  
<http://directmailmac.com/features>

More Info:  
<http://directmailmac.com/blog>

Pricing and Sign-Up:  
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