

An Overview of EmailNow's New Look

All of the changes you see in EmailNow from the old look to the new were completed in order to make EmailNow faster to use and quicker to learn.

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By placing the same kinds of functions in the same place on the screen (whether you're viewing the Audience, Campaigns or Response section), we're making EmailNow faster to learn and simpler to use.

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We're aiming to help EmailNow subscribers do your email marketing more easily—small changes that make a big difference in your experience!

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By providing you with an at-a-glance view of your account information, we can make the EmailNow experience more visually engaging and—dare we say—fun.

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The editor has been rebuilt from the ground up, with more consistent behavior for line spacing and text formatting (and the ability to paste from Microsoft Word).

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Here's a quick list of features we've relocated!

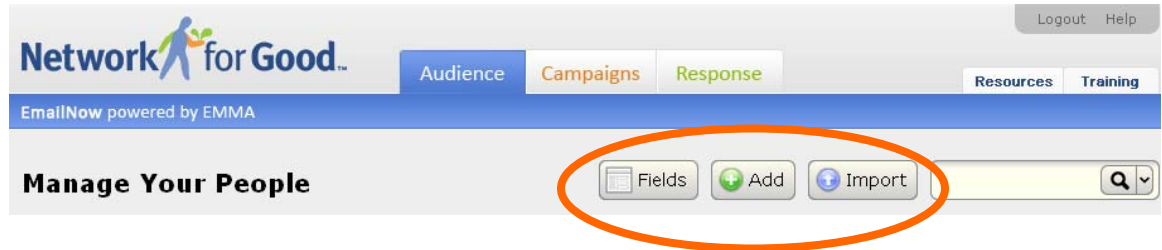
CONSISTENCY IS KING!

Big idea: By placing the same kinds of functions in the same place on the screen (whether you're viewing the Audience, Campaigns or Response section), we're making EmailNow faster to learn and simpler to use.

- **Buttons that let you do something new are all at the top of each screen.** Whether you're managing member fields, adding or importing contact lists, creating new mailings and surveys or comparing your response result.

How it looks:

Audience:




Campaigns:



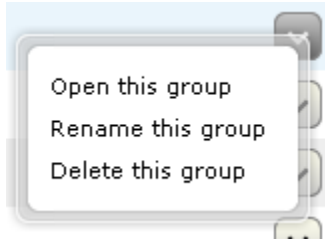
Response:



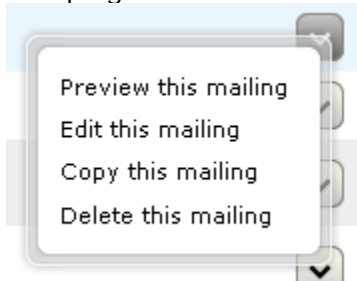
- **Lists of information are all designed the same way.** Sign-ups forms, campaigns, responses, groups, searches, etc. all have an options button () to the right to let you choose from a list of things to do with that item.

How it looks:

Audience:




Campaigns:

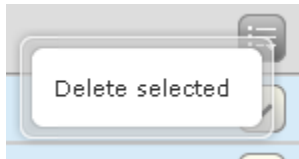


Response:



- **Lists are easier to manage.** As part of the new look, you can select multiple items and then delete or otherwise manage those items at one time. (This one's pretty self-explanatory: If you want to delete multiple items, click the checkboxes to the left of their names and then click this icon:  .)


How it looks:





WE HEART TIMESAVERS

Big idea: We're aiming to help EmailNow subscribers do your email marketing more easily—small changes that make a big difference in your experience!

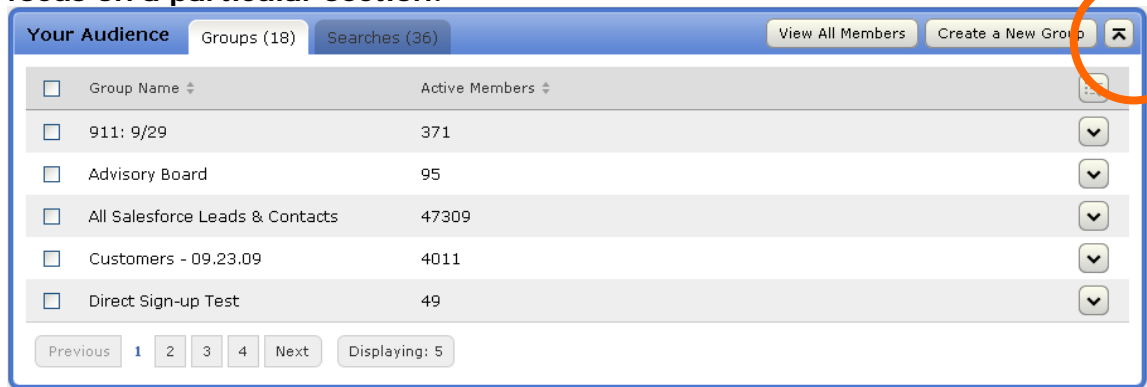
- **Member fields can be reordered quickly with sleek drag and drop action:**

The  icon on the right allows you to drag and drop fields into a preferred order.

Click the  and the field will be removed from the member record, but not entirely lost. You can always add it again from the drop down menu.

Click the  icon in order to edit the display name, shortcut name, add options and change existing options. After editing, select Preview. If you're pleased with the changes, select Save, or select Edit to continue making changes. Finally, select Save & Exit.

- **Individual lists collapse and expand with a quick click, so it's easy to focus on a particular section:**



The screenshot shows the 'Your Audience' section with tabs for 'Groups (18)' and 'Searches (36)'. A table lists audience groups with columns for 'Group Name' and 'Active Members'. Each row has a dropdown arrow on the right. A 'View All Members' button and a 'Create a New Group' button are visible at the top right. A red circle highlights the dropdown arrow in the top right corner of the table.

Group Name	Active Members
911: 9/29	371
Advisory Board	95
All Salesforce Leads & Contacts	47309
Customers - 09.23.09	4011
Direct Sign-up Test	49

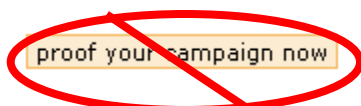


The screenshot shows a collapsed 'Your Audience' dropdown menu with a red circle highlighting the dropdown arrow on the right side.

- **More lists are “sortable” now.** You can sort items like audience groups, searches, signup screens, campaigns, and response results by clicking on the column headers. For example, in the screenshot above, you can click on “Group Name” to sort alphabetically by groups name or on “Active Members” to sort by how many members you have.
- **Proof runs immediately when you click the proof tab.** So long, “Proof your campaign now” button!



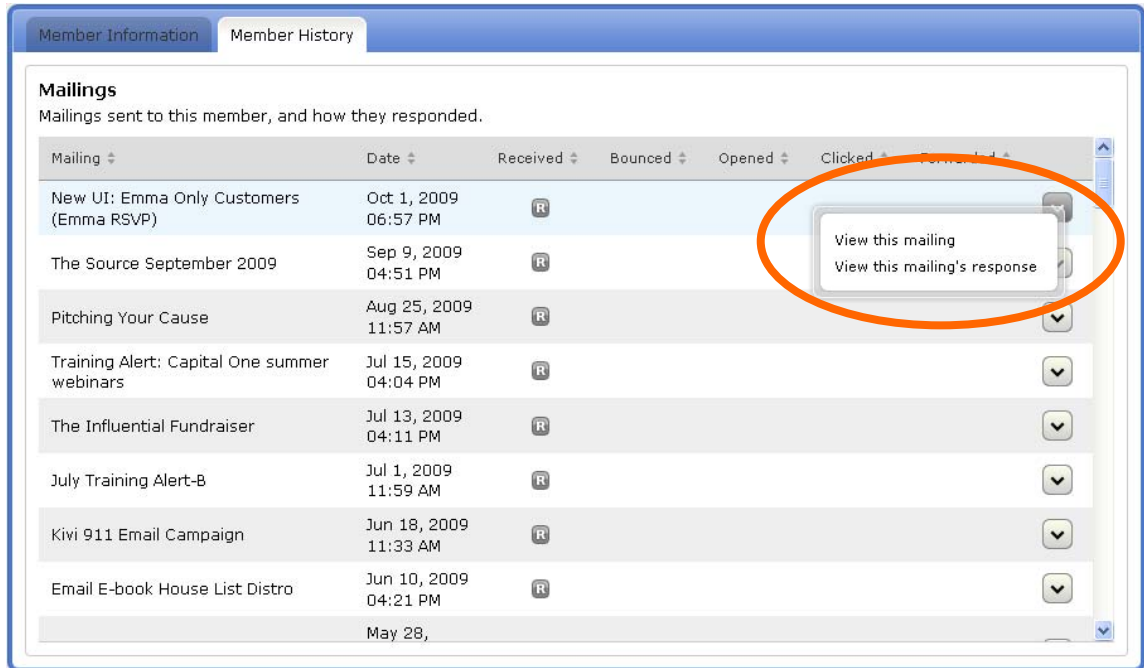
The screenshot shows four buttons: 'Edit', 'Preview', 'Proof', and 'Send'. The 'Proof' button is circled in red.



The screenshot shows a button that says 'proof your campaign now'. The button is circled in red and has a diagonal red line through it, indicating it is no longer present.

- You can click straight through to the response section from an individual's mailing history.

How it looks:



Member Information Member History

Mailings
Mailings sent to this member, and how they responded.

Mailing	Date	Received	Bounced	Opened	Clicked	Confirmed
New UI: Emma Only Customers (Emma RSVP)	Oct 1, 2009 06:57 PM	R				
The Source September 2009	Sep 9, 2009 04:51 PM	R				
Pitching Your Cause	Aug 25, 2009 11:57 AM	R				
Training Alert: Capital One summer webinars	Jul 15, 2009 04:04 PM	R				
The Influential Fundraiser	Jul 13, 2009 04:11 PM	R				
July Training Alert-B	Jul 1, 2009 11:59 AM	R				
Kivi 911 Email Campaign	Jun 18, 2009 11:33 AM	R				
Email E-book House List Distro	Jun 10, 2009 04:21 PM	R				
	May 28,					

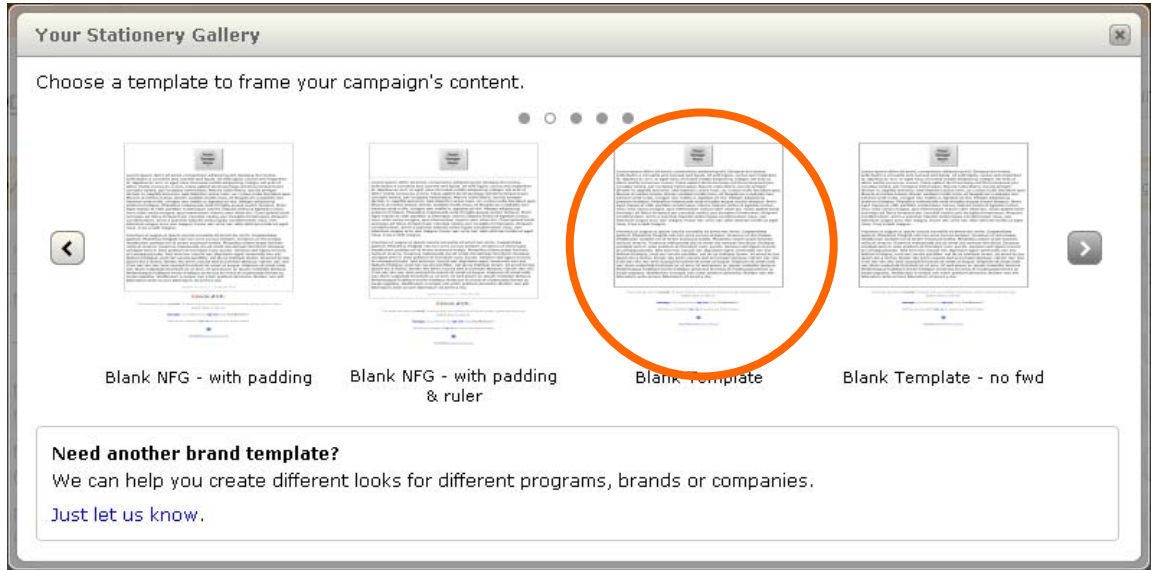
- **Old school pop-up windows are long gone.** Have a nice life, pop-ups.

VISUALS GALORE

Big idea: Provide you with an at-a-glance view of your account information, and make the EmailNow experience more visually engaging and—dare we say—fun.

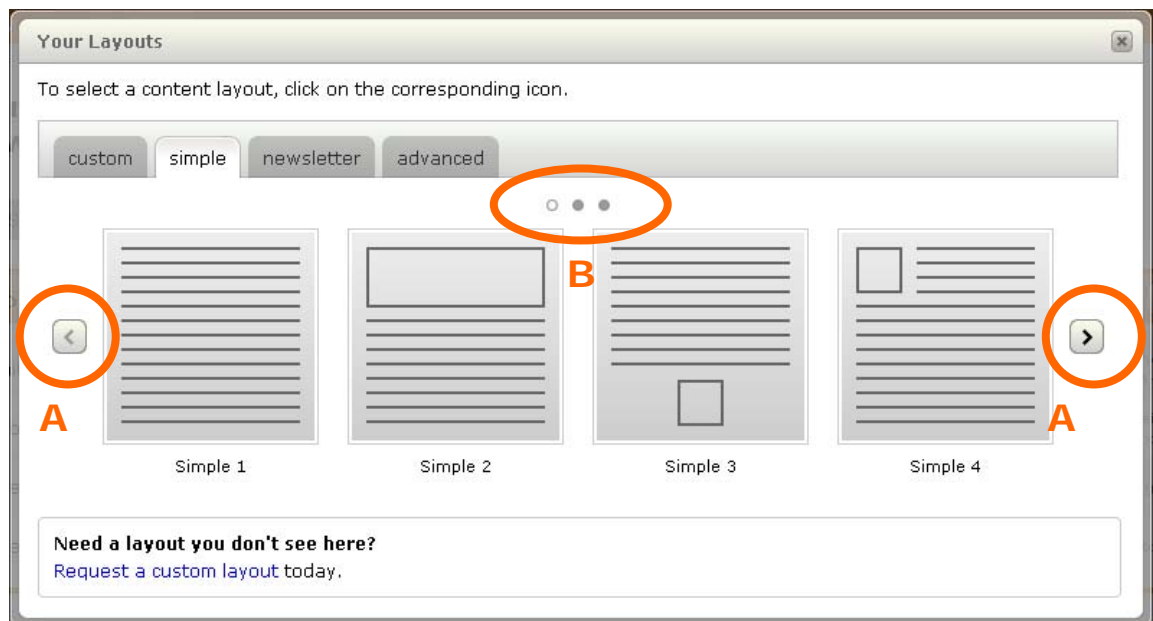
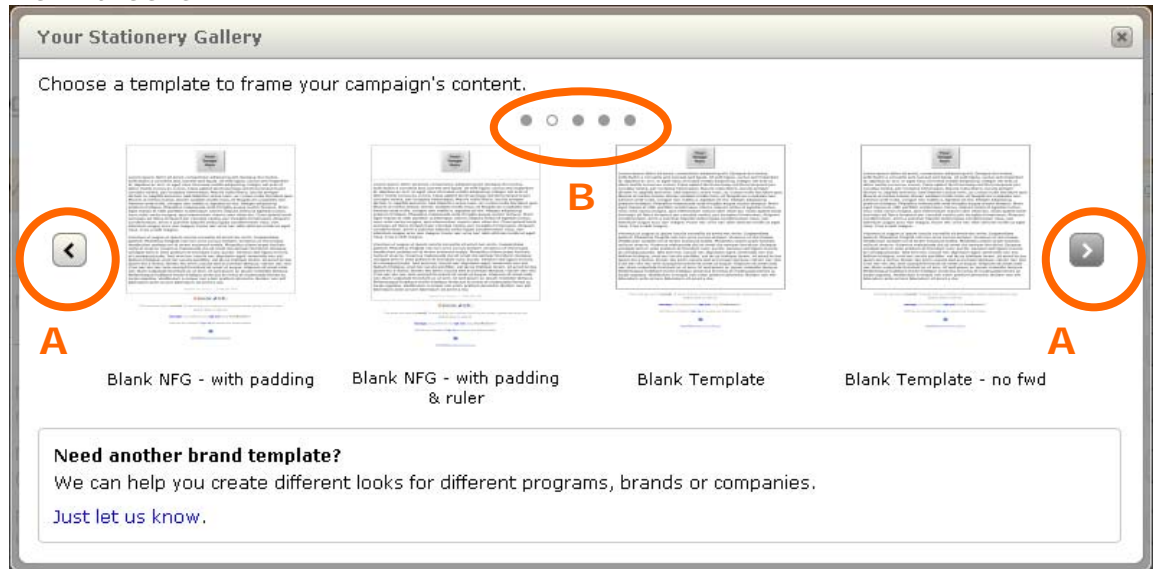
- **Thumbnail previews appear next to stationery, layouts, mailings, surveys and response results.** While we have no doubt your powers of memory and recall may be stellar, we also think thumbnails can be pretty handy.

How it looks:



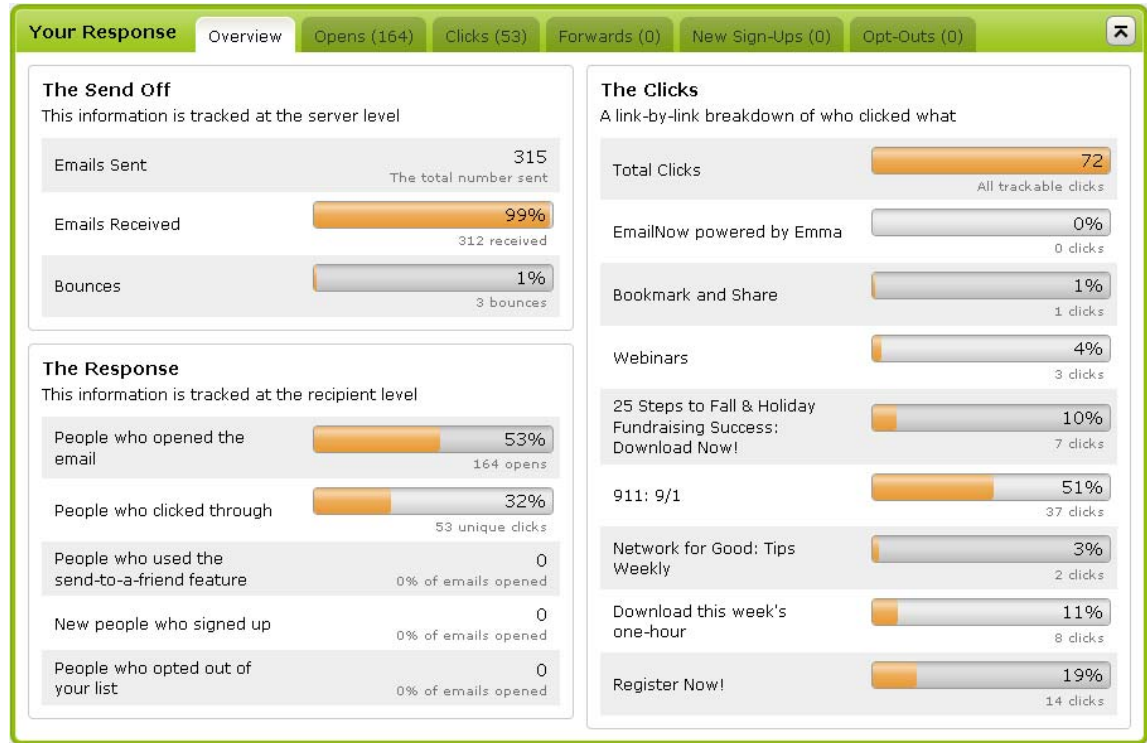
- **Stationery and layout options are organized as thumbnails in a handy carousel.** This style of menu makes it easier to see and select your choice while creating a campaign. Just click on the arrows [A] to the left and right of the choices you see to view additional options. The number of spots [B] at the top corresponds to the number of screens of possible choices:

How it looks:



- **Graphs show off campaign results in a new way that's easier to understand at a glance.** Mmm... graphy.

How it looks:



- **New icons in the document library show file types more clearly.**

How it looks:



BY POPULAR DEMAND: A BRAND NEW CAMPAIGN EDITOR

Big idea: Improve the editor's basic functions and add some fun extras. The editor has been rebuilt from the ground up, with more consistent behavior for line spacing and text formatting.

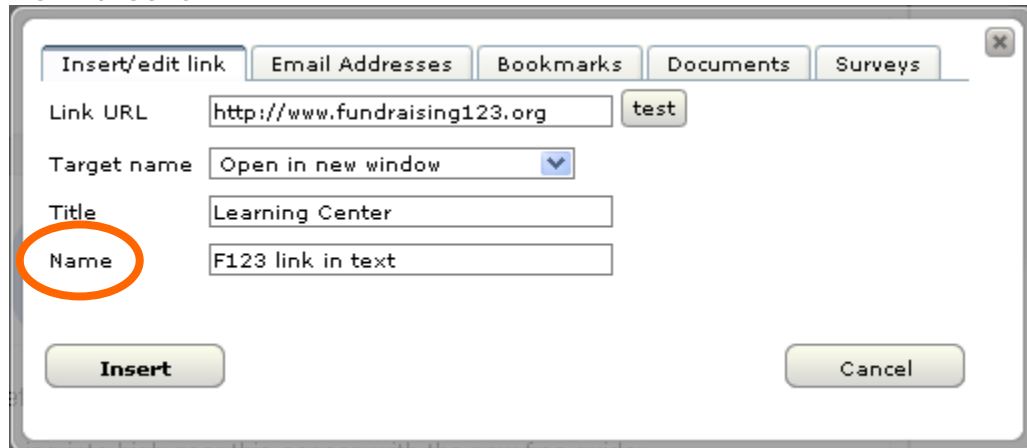
- **Content can be pasted in from Word, with a special feature that removes troublesome formatting automatically.** No more copying into Notepad or Wordpad prior to pasting into EmailNow!

How it looks:



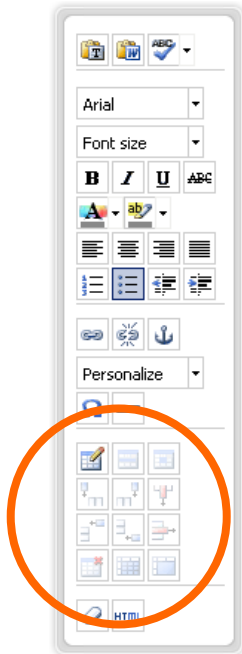
- **Name links for handy reference right when you create them.** (This feature used to be tucked away at the bottom of the Edit tab.) Naming links is an easy way to understand your response results quickly and easily, instead of seeing a host of links all calls "Click here for more details."

How it looks:



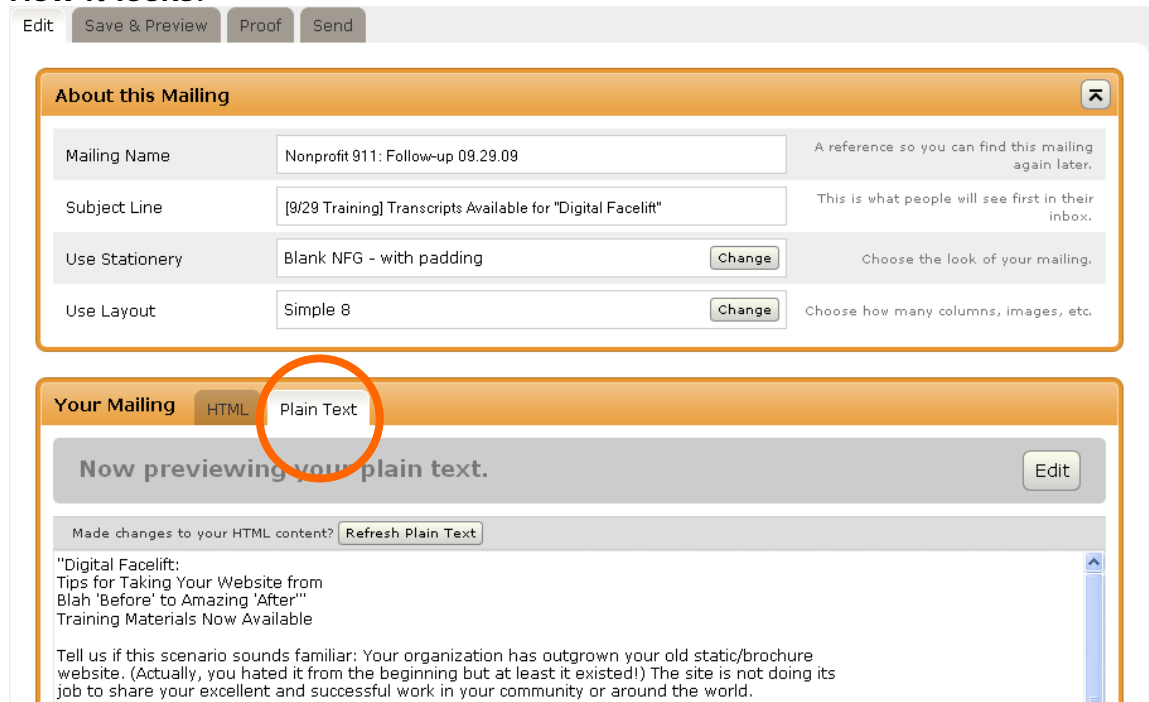
- There's a whole host of options for creating and customizing tables.

How it looks:



- Edit the plaintext version alongside your HTML—as opposed to finding it in the “Save & Preview” section.

How it looks:



At a Glance: Stuff That's Moved Around

Here's a quick list of features we've relocated:

- "Manage fields" is at the top of Audience, not within the add section.
- Sign-up forms are in a list right below audience groups, not a separate section.
- Member history is a tab on a member profile, not a separate button.
- Change stationery and layout options are at the top of the mailing, not hidden within it.
- Naming links happens contextually in the editor, not in a list below the campaign.
- The send tab has three simple screens now, not two crowded ones.
- The thanks page for surveys is edited in its own tab, not below the survey itself.
- Plaintext editing happens in edit mode, not in the preview tab.