

# MAILBOX X

## TOTAL CONTROL

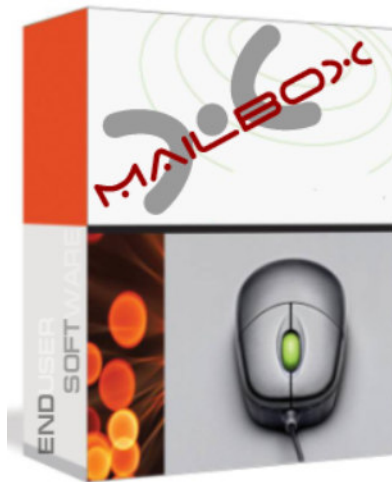
An up-to-date contact database is a big advantage against your competition. Keeping track of undeliverable e-mails can take a toll in resources, and without the knowledge on which those customers are, your business can lose customers.

## SIMPLE & POWERFUL

No other GoldMine e-mail management tool is as powerful and still delivers the simplest approach in handling bounce back and unsubscribe e-mails. With 9 years in constant evolution based on customer feedback, it provides the most comprehensive set of options and ease of use.

## CUSTOMERS FIRST

Design based on customer functional requirements. Real life. Real people. Real business.



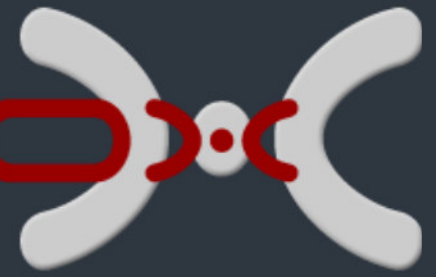
With Mailbox X, users can process bounce back and unsubscribe e-mails without any complicated setup and trial & error. The simplicity in its design allows users to easily learn how to use Mailbox X even on the first time they use it.

As the first e-mail management tool for GoldMine, the application has been time tested and has continuously evolved in the last 9 years to become the most comprehensive e-mail management tool available. The wealth of features in Mailbox X allows users to easily identify bounce back and unsubscribe e-mail messages and then effortlessly update records in GoldMine by simply checking options, no programming, no complex dialogs, and no expertise in GoldMine required – just point, click, and execute.

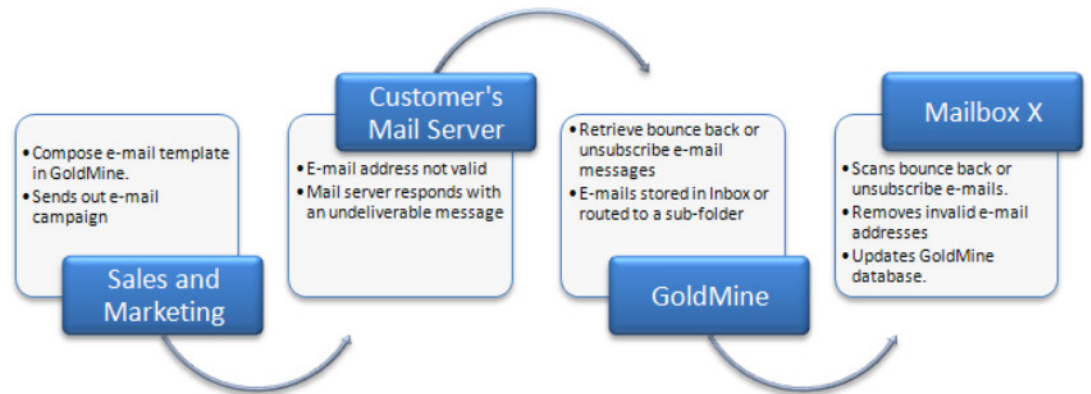
- Best e-mail management tool for GoldMine CRM. Process bounce back and unsubscribe e-mails in seconds.
- Multiple processing options to update GoldMine records.
- Use Bounce Counter option to only qualify e-mail addresses as bounce back e-mail addresses when it bounces a certain times.
- Intuitive user interface. Wizard based interface guides user in every step to successfully process bounce back and unsubscribe e-mail addresses.

Mailbox X was built with one mission, to provide a seamless process for users to easily perform e-mail management tasks in GoldMine. Mission accomplished. While there are other tools that also tout themselves as e-mail management tools for GoldMine, only Mailbox X offer a solution that is geared towards regular GoldMine users, as opposed to GoldMine administrators. It is as simple as point, click and execute. It is a quick solution that delivers results needed by your business, an up-to-date contact database that you can rely on. By identifying which accounts have undeliverable e-mail addresses, your sales force can make a targeted follow-up communication to the customer allowing you to have greater customer retention.





## Features and Benefits



### TECHNICAL SUPPORT

Support is available via e-mail. Send your inquiries to [support@endusersoftware.com](mailto:support@endusersoftware.com)

### TUTORIAL VIDEOS

Watch video tutorials on how to use Mailbox X from our website. Visit the product page and select the video you would like to watch.

### AUTOMATED SOLUTION

Once you have defined the settings that you would normally use and save it as a profile, you can schedule Mailbox X to run using any task scheduler application so that it will run Mailbox X using those settings and have it run unattended.

For news and more information regarding Mailbox X, please visit us at [www.endusersoftware.com](http://www.endusersoftware.com).

Have you sent out e-mail campaigns and a few minutes later a slew of undeliverable e-mail messages are being delivered to your GoldMine e-mail center Inbox folder? Manually analyzing each of those e-mail messages and identifying the associated contact records can take users hours of wasted time as they aimlessly try to clean-up all the bounce back clutter in your inbox folder. This exercise is costing your company time and money. With Mailbox X, not only will you be able to automate the entire process but it will also help you become more productive by allowing all your precious resources in actually doing sales activities such as setting appointments with those contacts, getting an updated contact e-mail address, making follow-up on promotions and making the sale.

Are you sending your e-mail blasts using a 3<sup>rd</sup> party service? Most 3<sup>rd</sup> party service can provide you with the list of e-mail addresses that bounced back or those that selected to unsubscribe. Mailbox X can read a list of e-mail addresses saved in a text file and it can identify the associated contacts in GoldMine then perform any of the available processing options in Mailbox X as listed below:

- Build a new contact group and add contact record.
- Add contact record to an existing contact group.
- Update a primary or a userdefined field.
- Update the e-mail merge code of the e-mail addresses.
- Move e-mail message to another folder.
- Automatically delete archived e-mail message after X number of days has elapsed since it was retrieved.
- Add a new Notes entry with the bounced back e-mail address.
- Export the list of e-mail addresses to a text file.
- Schedule an activity against the linked contact record.
- Create a history record against the linked contact record.
- Update the reference field of the e-mail message.
- Attach an Automated Process to the linked contact record.
- Save the bounce back e-mail message as an html document and link it to the associated contact record.

### Bounce Counter

Mailbox X has a unique feature called "Bounce Counter". This feature allows users to only process the bounce back e-mail addresses that have already bounced back X number of times. What benefit does this feature provide? Since bounced back e-mails does not necessarily mean that they are real bad e-mail addresses, it could have bounced due to availability problems by the recipients mail server. By setting the bounce counter to 2, for example, you simply allow the e-mail addresses to bounce at least twice to consider it as a bounced e-mail address. This feature alone is a time saver as it will prevent you from making unnecessary calls simply because the e-mail address bounced due to maintenance issues.