

# BULK EMAIL SOFTWARE REVIEW JULY 2007

## ASP systems:

The most used ASP system is dotMailer. This system received consistently excellent rating, easy to use, requiring little technical skills and cheap price band costing. All tools are available and it has excellent reporting.

## Rating:

System/Provided By		Rating				
System	Provider	overall rating	Usability	Technical	Costing	Costs
<b>CampaignHelper</b>	Workwithus	Good	Easy	A little	fixed cost	OK
<b>cheetahmail</b>	cheetahmail	Good	OK	A little	per email	OK
<b>Communicator</b>	Communicator	Good	OK	A little	fixed cost	High
<b>Dotmailer</b>	CharityeMail, CTT (CTTMail)	Excellent	Easy	A little	price band	Cheap
<b>Frontwire</b>	CTT (CTTM@il Professional)	OK	Hard	Very	price band	Cheap
<b>GraphicMail</b>	GraphicMail	Excellent	Easy	A little	fixed cost	Cheap
<b>Interact</b>	Responsys	Excellent	Easy	A little	per email	OK
<b>Newsweaver</b>	Newsweaver	Good	OK	A little	price band	High

## Tools:

System/ Provided By		editor				sends		address books					management				
System	Provider	Template manager	WYSIWYG editor	Image manager	Link manager	Personalisation	Test send	Address books	Sign up form	Auto reply	Bounces	Soft bounces	Hard bounces	subscribe Un-	Replies	Forwards	Reports
<b>CampaignHelper</b>	Workwithus	Yes	Yes	No	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	NO	Poor
<b>cheetahmail</b>	cheetahmail	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	NO	Good	
<b>Communicator</b>	Communicator	Yes	Yes	Yes	Yes	Yes	Yes	Yes	NO	NO	Yes	Yes	Yes	Yes	Yes	Good	
<b>Dotmailer</b>	CharityeMail, CTT (CTTM@il)	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Good	
<b>Frontwire</b>	CTT (CTTM@il Professional)	No	No	No	No	No	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No	Yes	Poor	
<b>GraphicMail</b>	GraphicMail	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	OK	
<b>Interact</b>	Responsys	No	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Good	
<b>Newsweaver</b>	Newsweaver	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No	Yes	OK	

## Email Management Tools:

Both Mailman and phplist were in use by roughly the same number of charities

### Rating:

System/Provided By		Rating				
System	Provider	Overall rating	usability	technical	costing	costs
Mailman	greennet, mailman	Good	OK	A little	fixed cost	OK
phplist	tincan, phplist	Good	OK	A little	fixed cost	OK

### Tools:

System/Provided By		editor				sends		address books			management						
System	Provider	Template manager	WYSIWYG editor	Image manager	Link manager	Personalisation	Test send	Address books	Sign up form	Auto reply	Bounces	Soft Bounces	Hard subscribe	Un-	Replies	Forwards	Reports
mailman	greennet, mailman	No	No	Yes	Yes	No	No	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No	No	OK
phplist	tincan, phplist	Yes	Yes	Yes	Yes	No	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No	Yes	Yes	OK

## Which Bulk Email Software Do You Use?

If you use one of the above systems or another not mentioned, please let us know so that we can either amend the listings or add a new one. Please add a comment to the main article at [www.ichubknowledgebase.org.uk/bulkemailsoftware](http://www.ichubknowledgebase.org.uk/bulkemailsoftware) so that we can keep it up to date. If you would like to add a system to the charts please complete the questionnaire at [www.suefidler.com/email\\_questionnaire](http://www.suefidler.com/email_questionnaire) so that we will have comparable information.



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