



Genie Soft System

BULK EMAIL PORTFOLIO

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- **About GenieSoftSystem**

GenieSoftSystem is proud to be led by extremely focused and dedicated professionals, who are known for their entrepreneurial skills, experience, and expertise in a wide spectrum of industries. Through our solution partnerships and strategic alliances we continue to expand our horizons in the global market. Our three dimensional service structure delivers end-to-end solutions in a variety of industries, technologies and service practices - maximizing the value delivered for our customers through a diversified, adaptable and synergetic business and service model. GenieSoftSystem Solutions offers one-stop comprehensive sourcing solutions for today's business in a focused yet diversified manner.

Mission Statement

To achieve total customer satisfaction through cutting edge and innovative software solutions which enhance today's systems and support tomorrow's needs.

We believe that the most valuable resource we possess is our people. GenieSoftSystem is not just a gathering of highly skilled individuals, but a team. It is built not only on someone's exceptional skills, but rather on collaboration and teamwork. The most valuable resource that GenieSoftSystem has is the people. Throughout years of growth, owing to investments into training, scrupulous selection procedures, competitive benefits and appealing career possibilities, we managed to assemble a mosaic of motivated, loyal and highly skilled IT professionals. The effective work of GenieSoftSystem resides on collaboration and teamwork between all its members, each one perfectly doing his own job.

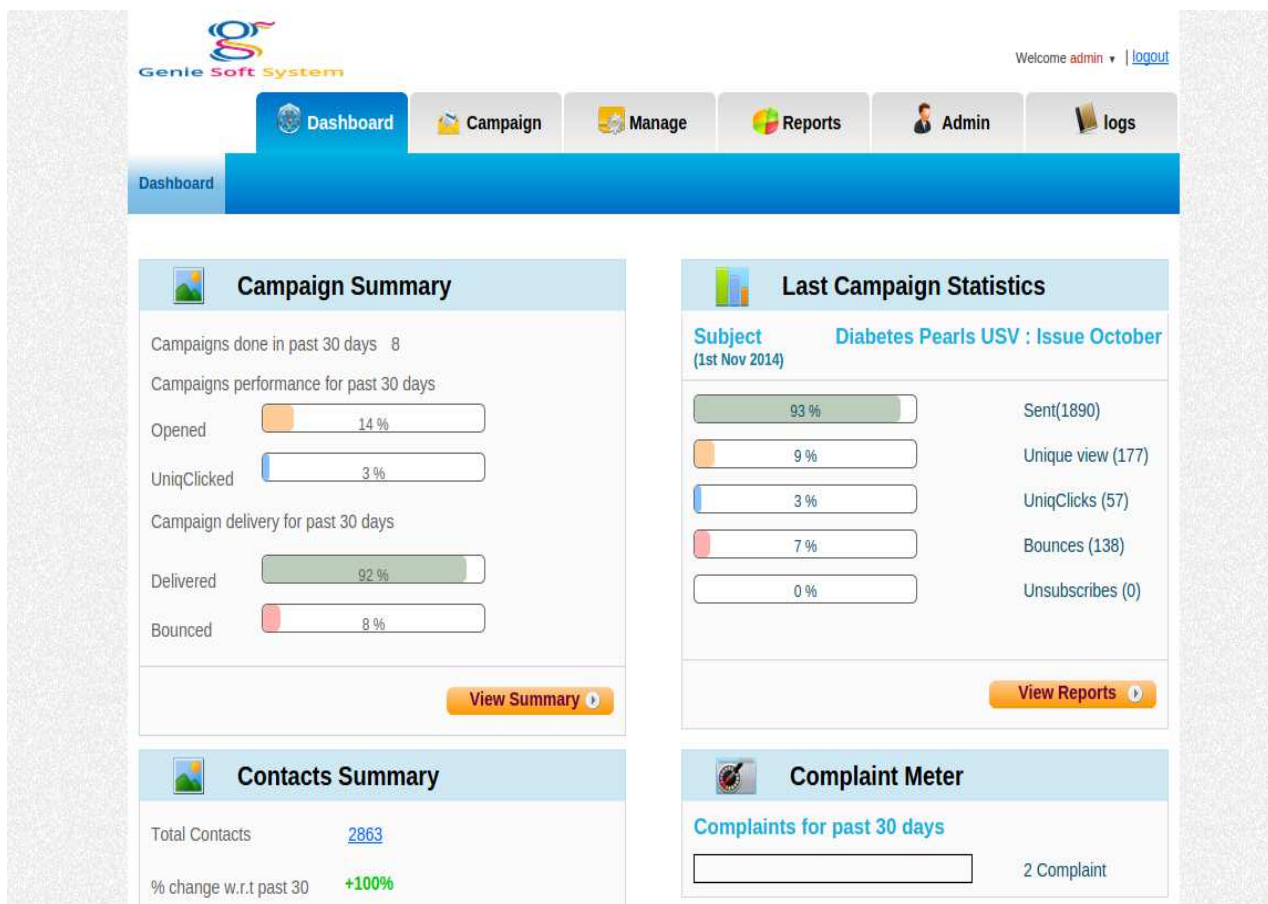
About Genie Email

- **Home Dashboard**

This page shows the executive summary of email campaign.

This has 4 sub modules -

1. Campaign Summary
2. Last Campaign Statistics
3. Contacts Summary
4. Complaint Meter



The screenshot shows the Genie Email Home Dashboard. At the top, there is a navigation bar with the following tabs: Dashboard (selected), Campaign, Manage, Reports, Admin, and logs. The user is logged in as 'admin' and can click 'logout'.

The dashboard is divided into four main sections:

- Campaign Summary:** Shows 8 campaigns done in the past 30 days. Performance metrics for the past 30 days include: Opened (14%), UniqClicked (3%), Campaign delivery for past 30 days: Delivered (92%), Bounced (8%). A 'View Summary' button is present.
- Last Campaign Statistics:** Subject: Diabetes Pearls USV : Issue October (1st Nov 2014). Metrics include: 93% Sent (1890), 9% Unique view (177), 3% UniqClicks (57), 7% Bounces (138), and 0% Unsubscribes (0). A 'View Reports' button is present.
- Contacts Summary:** Total Contacts: 2863. % change w.r.t past 30: +100%.
- Complaint Meter:** Complaints for past 30 days: 2 Complaint.

- **Campaign**

Everything is campaign when we need to send email.

A campaign can be created as New or campaign can be edited for future use or same can be copied for sending again.

Dashboard
Campaign
Manage
Reports
Admin
logs

Campaign Dashboard
Birthday Alerts
Follow Ups
Process Queue
Create Campaign

Campaign Dashboard

Select any one ▾
Search
Show all

Create Dynamic Campaign
Create Split A-B Campaign
Create New Campaign

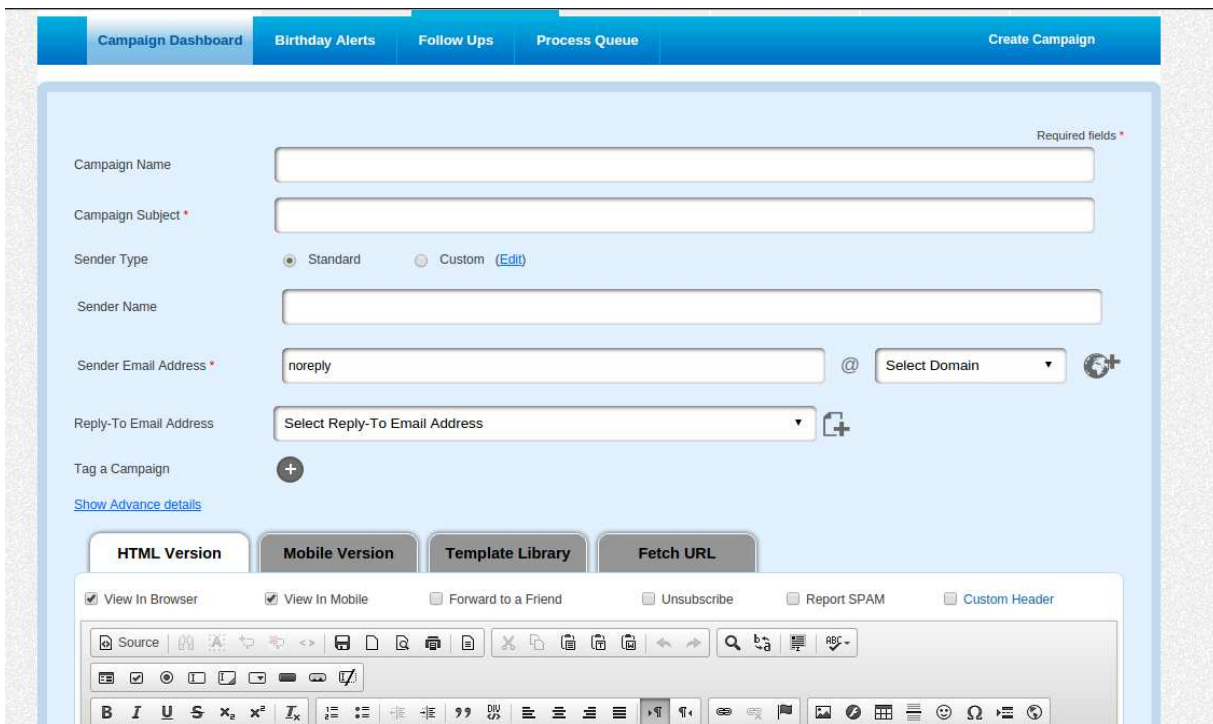
Campaign Details			Status
8	Created on 5 Nov 2014 @12:15pm	Scheduled on 5 Nov 2014 @12:21pm	Draft
7	Created on 1 Nov 2014 @8:56am	Scheduled on 1 Nov 2014 @8:59am	Sent
6	Created on 31 Oct 2014 @7:02pm	Scheduled on 31 Oct 2014 @7:18pm	Sent
5	Created on 30 Oct 2014 @1:59pm	Scheduled on 30 Oct 2014 @2:23pm	Sent
4	Created on 27 Oct 2014 @2:45pm	Scheduled on 27 Oct 2014 @3:59pm	Sent

No. of records / page
5 ▾
Show

[1](#) | [2](#)

- **New Campaign**

For sending new mail new campaign has to be created.





The screenshot shows the 'Create Campaign' form in the Genie Soft System interface. The form is located under the 'Create Campaign' tab in the top navigation bar. The form fields include:

- Campaign Name (Required field)
- Campaign Subject *
- Sender Type (Standard selected, Custom with [Edit](#) link)
- Sender Name
- Sender Email Address * (noreply, @ Select Domain dropdown, and a globe icon)
- Reply-To Email Address (Select Reply-To Email Address dropdown and a plus icon)
- Tag a Campaign (+ icon)

Below the form, there are tabs for 'HTML Version', 'Mobile Version', 'Template Library', and 'Fetch URL'. Under the 'HTML Version' tab, there are checkboxes for 'View In Browser', 'View In Mobile', 'Forward to a Friend', 'Unsubscribe', 'Report SPAM', and 'Custom Header'. At the bottom, there is a rich text editor toolbar with various icons for text formatting and insertion.

body

Add 'Follow us' Links
fb  orkut  g+

Choose from the available footer options to change & see the preview below.
Default footer message selected.

...
If you do not want to receive any newsletters, [UNSUBSCRIBE]

Send Test Email

Use pre-defined Test email ID's [Use from history](#)

[Send Test Campaign](#)

Select List *

[List](#) [Segment](#) Selected: Lists - 0 | Segments - 0 Total no. of contacts: 0

[Click here to select list](#)

Selected Lists

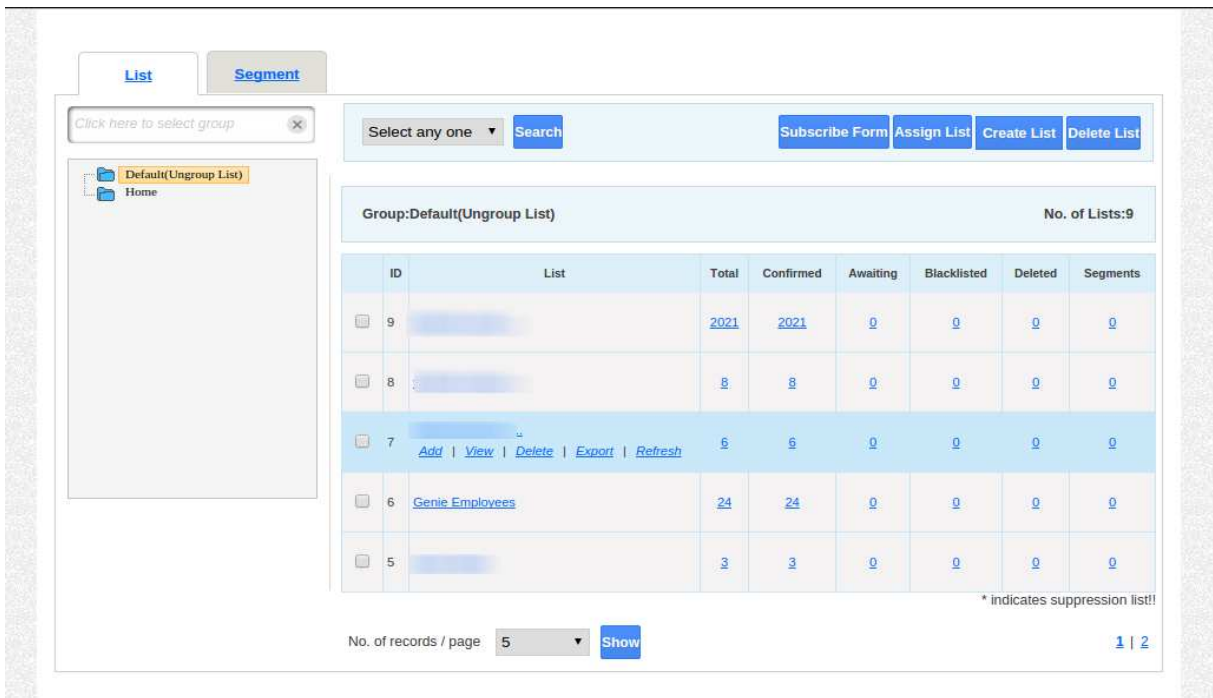
All Lists

Add All (2913) [Refresh & Clear](#)

test (3) ankur-test (4) techizer-test (10) Genie Diwali Clients (834)

- **Manage List**

List contain email addresses.

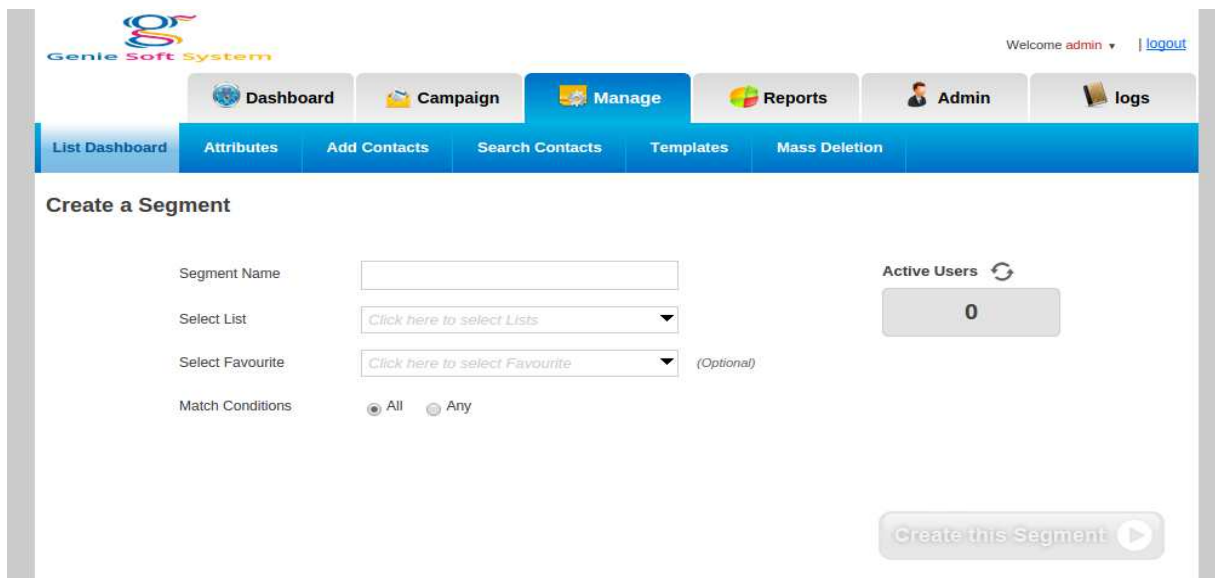


The screenshot displays the 'Manage List' interface. On the left, there are tabs for 'List' and 'Segment'. Below the tabs is a search bar with the text 'Click here to select group'. The main area shows a table of lists under the group 'Default(Ungroup List)'. The table has the following columns: ID, List, Total, Confirmed, Awaiting, Blacklisted, Deleted, and Segments. The table contains five rows of data, with the row for 'Genie Employees' highlighted. Below the table, there is a pagination control showing 'No. of records / page 5' and a 'Show' button. A note at the bottom right of the table area states '* indicates suppression list!'.

ID	List	Total	Confirmed	Awaiting	Blacklisted	Deleted	Segments
9	[Redacted]	2021	2021	0	0	0	0
8	[Redacted]	8	8	0	0	0	0
7	[Redacted]	6	6	0	0	0	0
6	Genie Employees	24	24	0	0	0	0
5	[Redacted]	3	3	0	0	0	0

- **Create a Segment**

Like list, segment can be also created over list.



Genie Soft System

Welcome admin | [logout](#)

Dashboard Campaign **Manage** Reports Admin logs

List Dashboard Attributes Add Contacts Search Contacts Templates Mass Deletion


Create a Segment


Segment Name

Select List [Click here to select Lists](#) ▼

Select Favourite [Click here to select Favourite](#) ▼ (Optional)

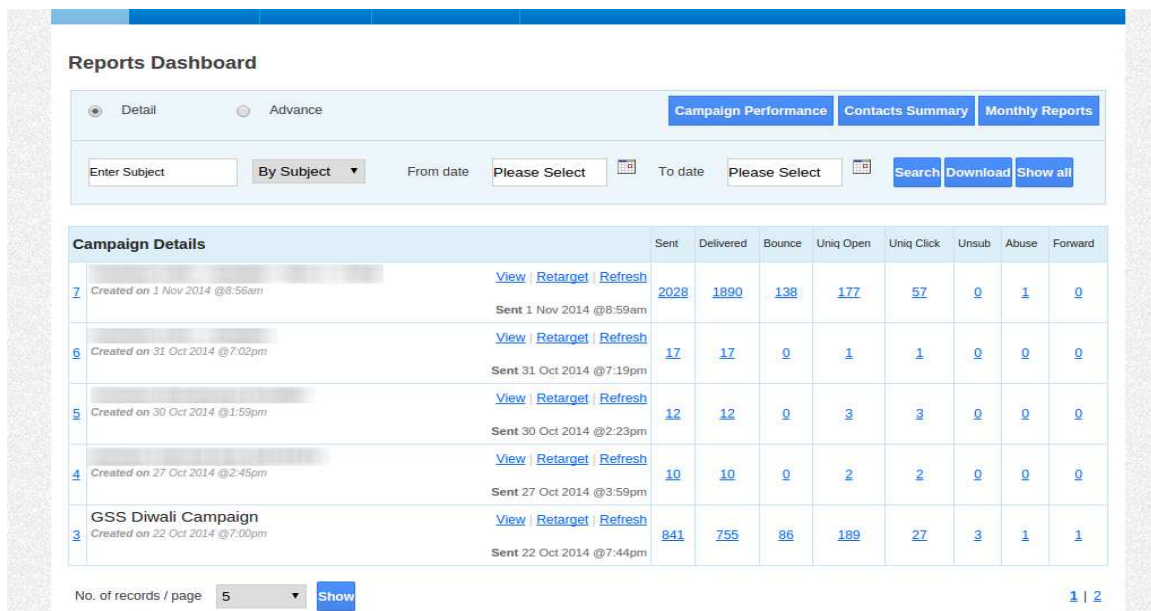
Match Conditions All Any

Active Users  **0**

[Create this Segment](#) 

• Report Dashboard

Extensive reports are available. Which contain Sent, Delivered, Bounce, Uniq Open, Uniq Click, Unsubscribe, Abuse and Forward.



Reports Dashboard

Detail Advance

[Campaign Performance](#) [Contacts Summary](#) [Monthly Reports](#)

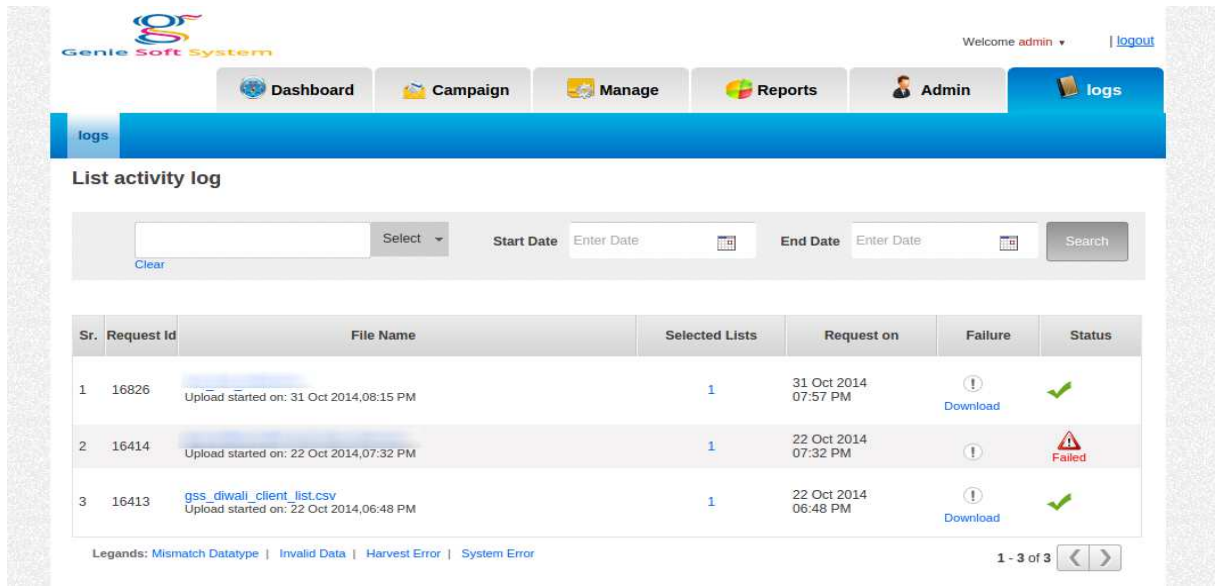
Enter Subject By Subject ▼ From date Please Select To date Please Select [Search](#) [Download](#) [Show all](#)

Campaign Details		Sent	Delivered	Bounce	Uniq Open	Uniq Click	Unsub	Abuse	Forward
7	Created on 1 Nov 2014 @8:56am View Retarget Refresh Sent 1 Nov 2014 @8:59am	2028	1890	138	177	57	0	1	0
6	Created on 31 Oct 2014 @7:02pm View Retarget Refresh Sent 31 Oct 2014 @7:19pm	17	17	0	1	1	0	0	0
5	Created on 30 Oct 2014 @1:59pm View Retarget Refresh Sent 30 Oct 2014 @2:23pm	12	12	0	3	3	0	0	0
4	Created on 27 Oct 2014 @2:45pm View Retarget Refresh Sent 27 Oct 2014 @3:59pm	10	10	0	2	2	0	0	0
3	GSS Diwali Campaign Created on 22 Oct 2014 @7:00pm View Retarget Refresh Sent 22 Oct 2014 @7:44pm	841	755	86	189	27	3	1	1

No. of records / page [Show](#) 1 | 2

• Logs

Logs have all activity list.



Genie Soft System | Welcome admin | [logout](#)

Dashboard Campaign Manage Reports Admin logs

logs

List activity log

Clear Select Start Date Enter Date End Date Enter Date Search

Sr.	Request Id	File Name	Selected Lists	Request on	Failure	Status
1	16826	[redacted] Upload started on: 31 Oct 2014,08:15 PM	1	31 Oct 2014 07:57 PM	Download	Success
2	16414	[redacted] Upload started on: 22 Oct 2014,07:32 PM	1	22 Oct 2014 07:32 PM	Failed	Failed
3	16413	gss_diwali_client_list.csv Upload started on: 22 Oct 2014,06:48 PM	1	22 Oct 2014 06:48 PM	Download	Success

Legands: [Mismatch Datatype](#) | [Invalid Data](#) | [Harvest Error](#) | [System Error](#)

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• Contact Us

Our services list will continue more, We would request you to have more precise understanding on the tailored experiences and overview about services of GSS (GenieSoftSystem Pvt Ltd.), then kindly visit www.geniesoftsystem.com, www.genietoolbars.com & www.geniecart.com email us your enquiries on sales@geniesoftsystem.com OR info.geniesoftsystem@gmail.com further reference understanding. Team would be available and remain open for any discussions which may need to resolve the project or business needs.

Kindly visit for work portfolio URL: - www.geniesoftsystem.com/portfolio.php