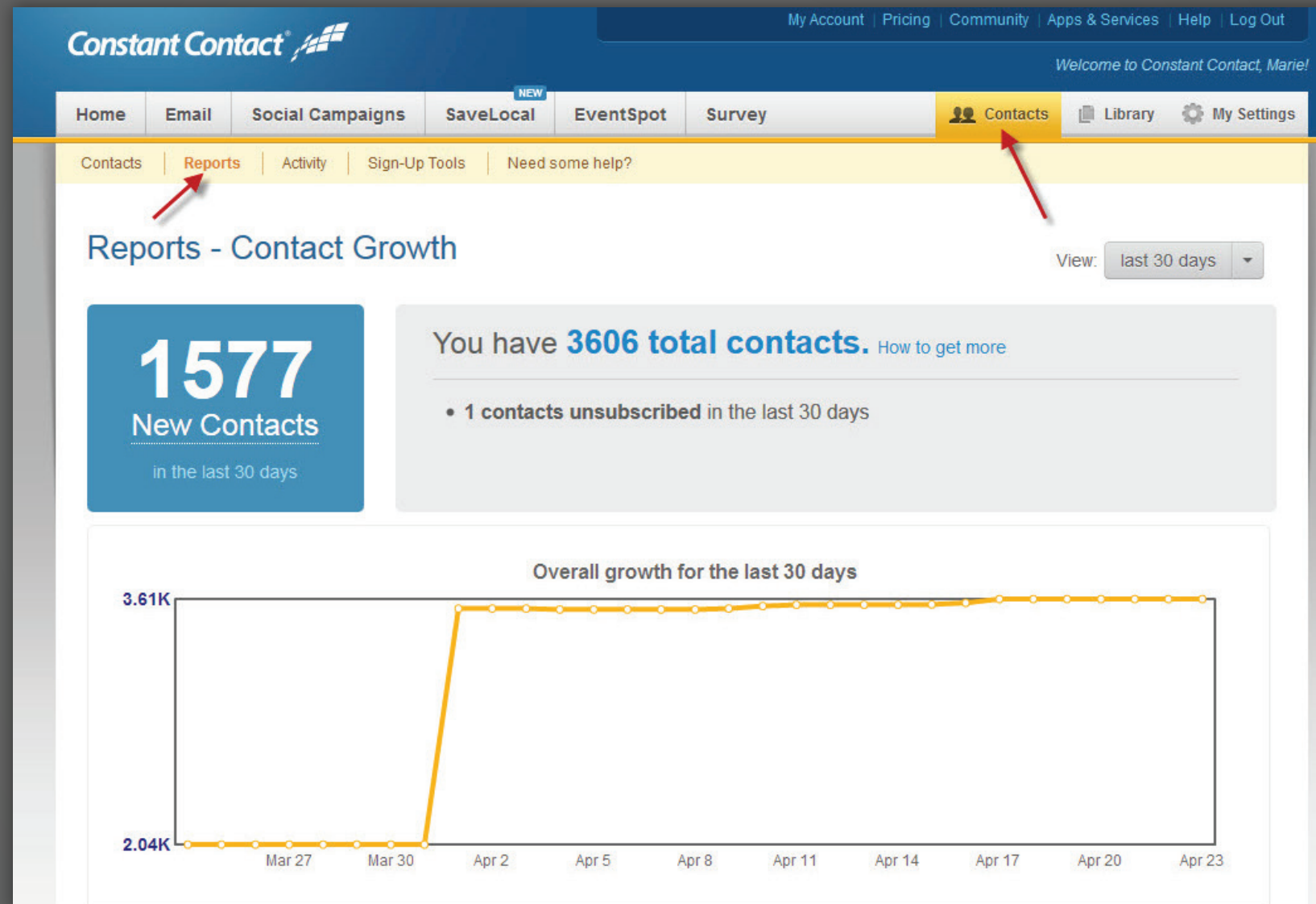


A Quick Glance at Your New Contact Management and Reporting Features



We've made enhancements

to the contact management and reporting features within your Constant Contact account.

You now have **more control over your contact information** as well as **more insights** into what worked, what didn't, and what to do next so you can get better—and more meaningful—results from your campaigns.

Let's take a look at the great new functionality available to you!

More Insights Into What Is and Isn't Working

+ Contact Growth report by source

+ Did Not Open Email report

+ Contact Activity Stream

+ Enhanced Email Click report

More Control of Your Contact Information

+ Store *all* of your contact information in one place

+ Categorize your contacts with tags

+ Filter email lists during scheduling with tags

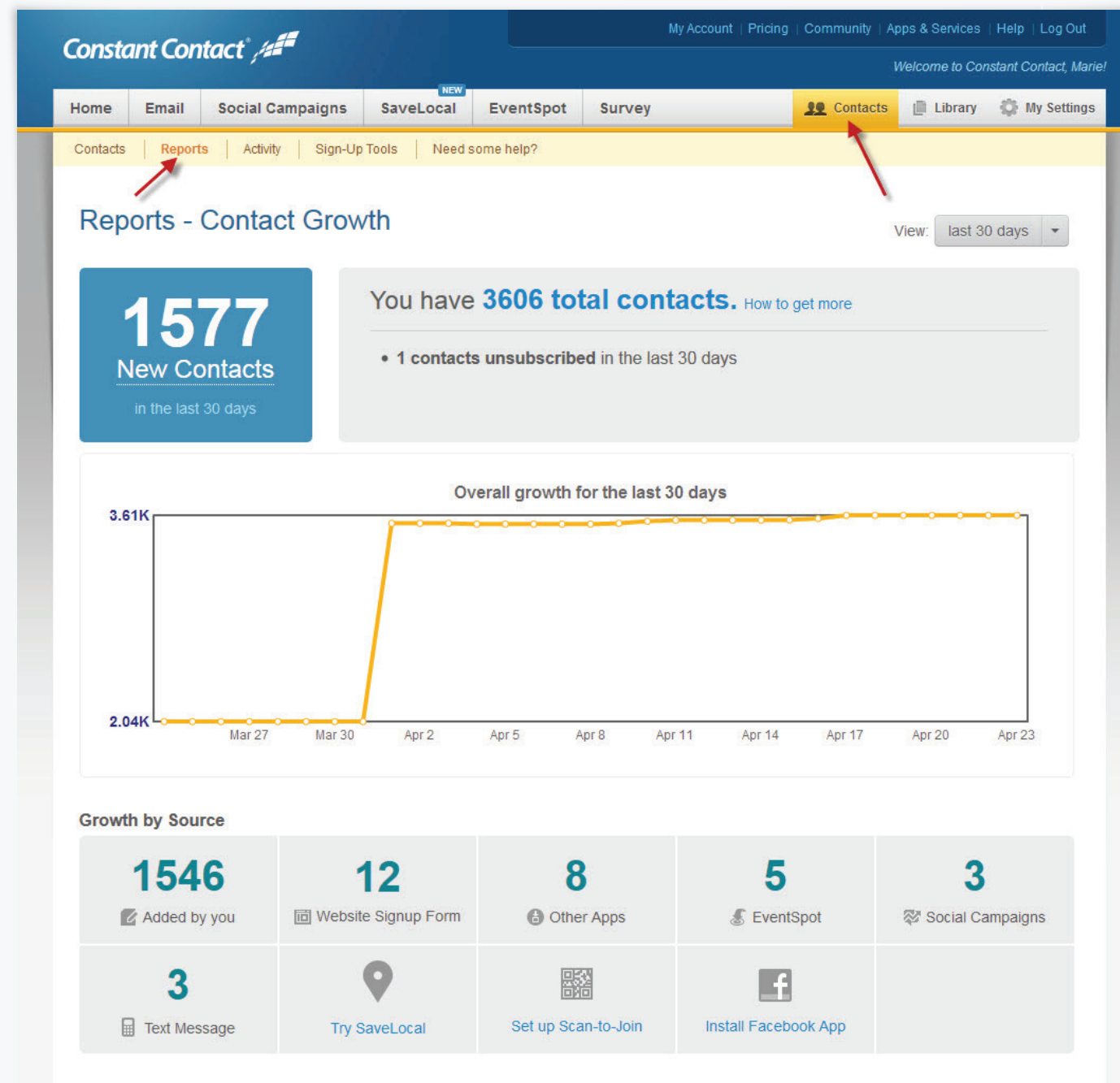
+ Enhanced bounce management

+ Enhanced custom fields

Contact Growth Report by Source

With the enhanced “Contact Growth” report you can quickly discover which contact growth tactics are working, which ones need another look, and new ones to try.

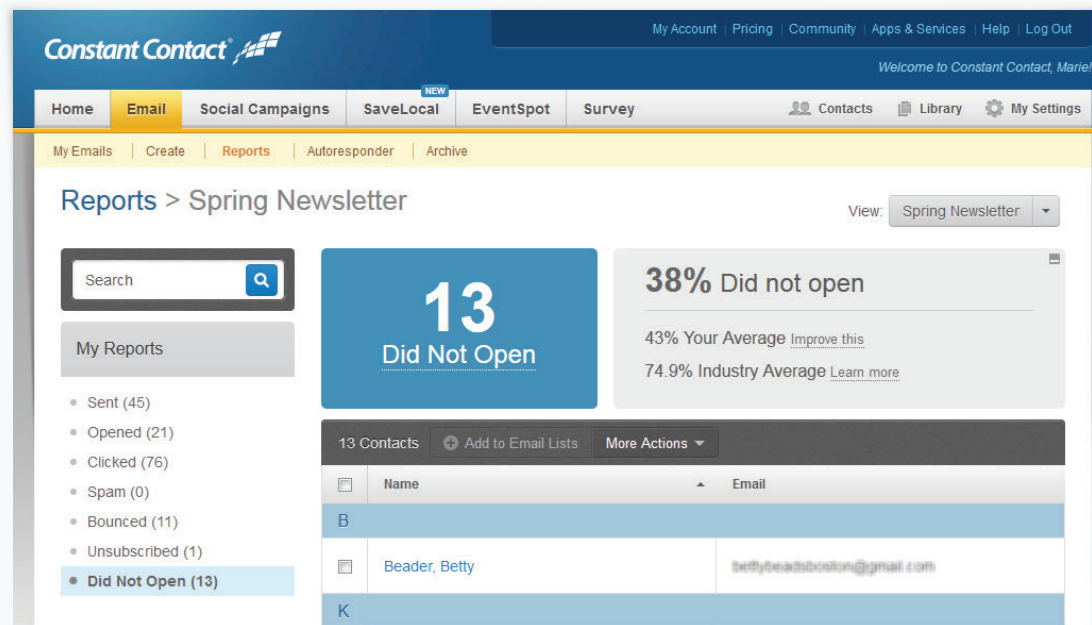
TIP: Always give people a reason why they should sign up for your emails. By highlighting what’s in it for them, you’ll increase the chances of people saying yes. You can make it easy for people to join wherever they connect with you by using Constant Contact’s free tools like Text-to-Join, Scan-to-Join, the website sign-up form, and the sign-up form for Facebook. You can see the direct impact of your tactics in the “Contact Growth” report.



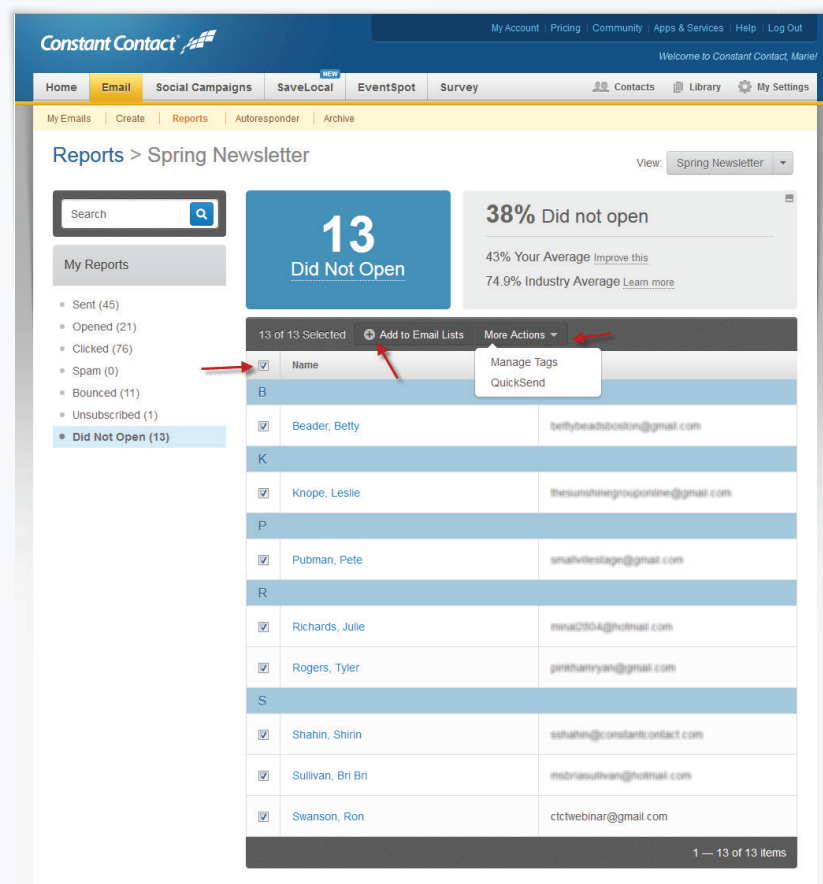
Did Not Open Report

With the new “Did Not Open” email report you can quickly identify your unengaged contacts and win them back. Instead of resending the same email to people who didn’t open the first time, think about creating special reengagement campaigns specifically designed to get back on the radar of contacts that are continuously not opening.

Perhaps it’s an email with the subject line: “Because we miss you...” Inside the email there’s an exclusive offer for these contacts.



All email reports now provide at-a-glance top level stats with more details than ever before available at your fingertips, including tips and best practices for getting better results. You can even select contacts directly from reports to save to an email list or to categorize with tags.



You’ll be able to save the contacts in the Did Not Open report directly to a new list or even tag them for later. Find out more about tags [here](#).

Contact Activity Stream

With the new “Contact Activity Stream”, you can see a history of each of your contact’s engagement with you in one place—newsletter opens and clicks, event invitation opens and clicks, notes, and more—so you can identify the next best step to drive deeper engagement.

Click on any of your contacts to see what topics, products, or news they’re most interested in.

More Reporting Data

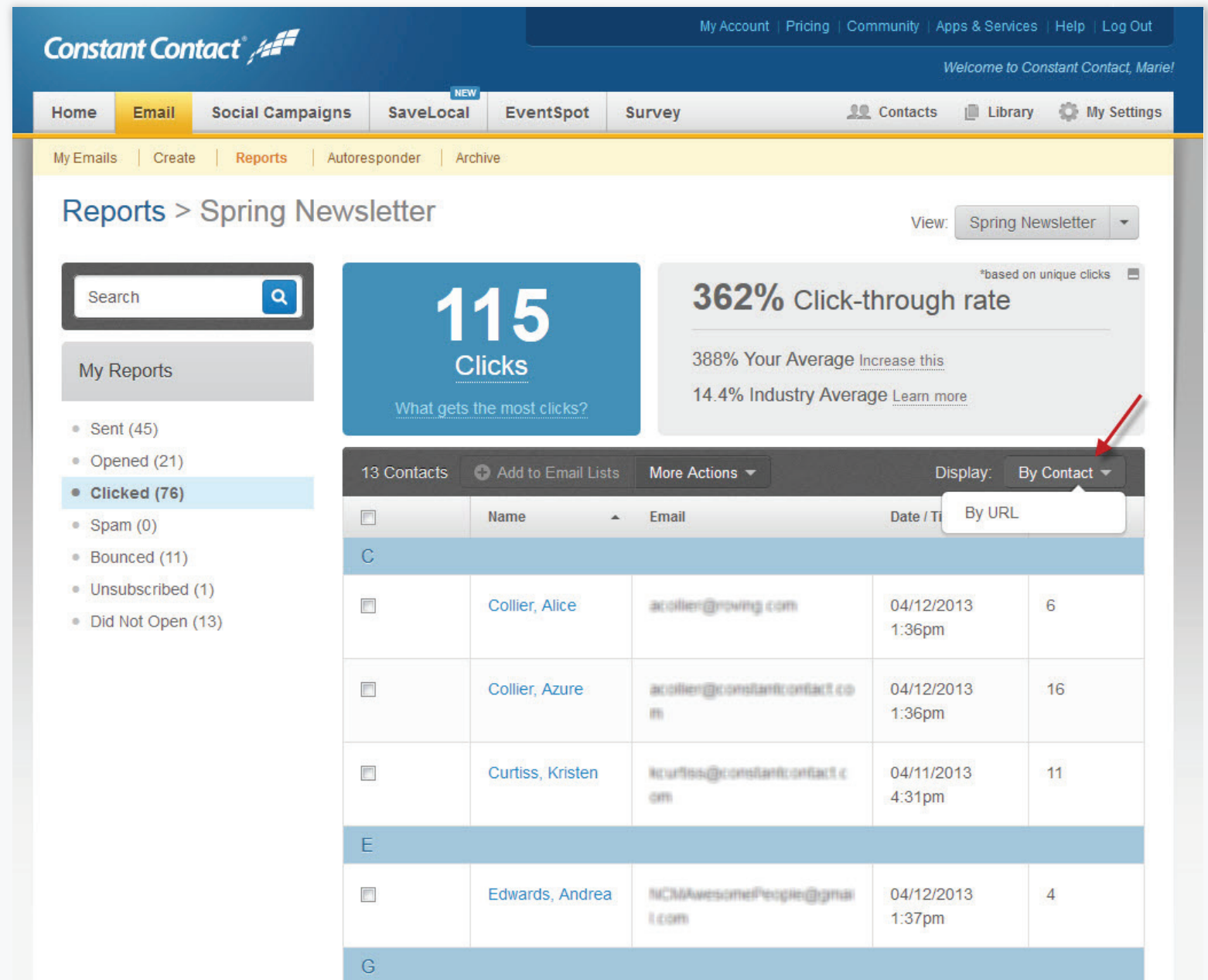
The immediate reporting data available to you has doubled from 90 to 180 days. Going forward we’ll accumulate even more data for you. You’ll be able to compare data for up to 5 years!

The screenshot displays the Constant Contact web interface. At the top, the navigation bar includes links for My Account, Pricing, Community, Apps & Services, Help, and Log Out. Below this, a secondary navigation bar features tabs for Home, Email, Social Campaigns, SaveLocal (marked as NEW), EventSpot, Survey, Contacts (selected), Library, and My Settings. A third navigation bar shows sub-tabs for Contacts, Reports, Activity, Sign-Up Tools, and Need some help?.

The main content area shows the profile of a contact named Olive Bouchard, identified as a Marketing Manager for Golf & Ski. The profile includes fields for Email (with a link to 'How do I get permission to email?'), Other (showing an email address and a 'Permission to send' button), Phone, Address (with a 'Home' address in Boston, Massachusetts), and Additional information. There are also buttons to 'Add another email', 'Add phone number', 'Add another address', and 'Add...'. To the right of the profile is a 'Tags' section with existing tags 'Customer', 'Dog products', and 'VIP', and a button to 'Add a tag'. Below the tags is an 'Engagement (2)' section, which is highlighted with a red arrow. This section lists two activities: 'Opened Spring Newsletter' on Apr 12, 2013 at 10:41am, and 'Sent Spring Newsletter' on Apr 11, 2013 at 4:30pm. There is also a 'Notes (0)' section.

Enhanced Click Reports

With the enhanced click reports you'll get a count of *all* clicks for each contact, all on one page. You'll see which contacts are visiting your website, reading the blog posts you link from your newsletter, clicking on the product links you provide, and if they're taking advantage of all the resources you offer in your communications. This gives you a better idea of what you can send them as relevant follow-up information in your next emails.



More Control of Your
Contact Information

Store *All* Your Contact Information in One Place

You can now store all of your contact information in one place—add contacts *without an email address* and store more information than ever before. Whether you have just a Twitter handle, a mobile phone number, or multiple email addresses for one contact—add what you have and build your contact records and relationships over time.

For example, maybe you have some patrons that don't have email addresses and prefer to receive regular mail, you no longer need to store contact information in multiple locations. You can store their mailing information right within your Constant Contact account. You'll be able to organize, search, update, and export *all* your contacts. Then, use Constant Contact to email those on your email lists.

The screenshot displays the Constant Contact web application interface. At the top, a blue header bar contains the Constant Contact logo and navigation links: My Account, Pricing, Community, Apps & Services, Help, and Log Out. Below this, a secondary navigation bar includes links for Home, Email, Social Campaigns, SaveLocal (marked as NEW), EventSpot, Survey, Contacts (selected), Library, and My Settings. A yellow sub-header bar lists: Contacts, Reports, Activity, Sign-Up Tools, and Need some help?.

The main content area shows the profile for a contact named Dave Masters, CEO of Master's, Inc. The profile includes the following details:

- Name:** Dave Masters
- Title:** CEO, Master's, Inc.
- Added:** Feb 6, 2013 02:52 PM | Added by you | Last Updated: Apr 23, 2013 05:00 PM
- Email:** dave@masters.com (Work). A link "How do I get permission to email?" is visible.
- Phone:** 555-987-4215 (Work), 555-987-2254 (Mobile).
- Address:** 123 Masterson Road, Masterville, Massachusetts 02255, United States (Home).
- Website:** http://masters.com (Work).

On the right side of the profile, there is a "Tags" section with a dropdown menu showing "s-initial call" and a "Add a tag" button. Below this are tabs for "Engagement (1)" and "Notes (2)". The "Notes" tab is active, showing a list of notes:

- "Add new note" (with a plus icon)
- "Meeting set for next week!" (dated Apr 23, 2013 05:00 PM)
- "2/6/13 - LM with secretary, Susan." (dated Feb 6, 2013 03:01 PM)

A "Save note" button is located at the bottom of the notes section.

Easily Categorize Contacts with Tags

New contact tags let you easily categorize or group people for targeted messages without having to make a new email list every time. You can create custom tags for things like VIP, prospects, did not open, donors—whatever you need to more easily engage with specific contacts and send targeted messages that get better results.

What's the difference between email lists and tags?

Email lists are sets of contacts that you want to repeatedly email. On the other hand, tags can be used when you just want to categorize or store a bit of extra info for a set of contacts, you may or may not frequently email that set.

Constant Contact My Account | Pricing | Community | Apps & Services | Help | Log Out
Welcome to Constant Contact, Tango!

Home | Email | Social Campaigns | SaveLocal | EventSpot | Survey | **Contacts** | Library | My Settings

Contacts | Reports | Activity | Sign-Up Tools | Need some help?

My Contacts

Search [] [Q]

- All (24)
- Active (17)**
- Duplicates (1)

Email Lists +

- All contacts (16)
- Dave test (9)
- Dave's I know (6)

Tags +

- contractors (1)
- s-contract (1)
- s-initial call (4)
- s-lost (1)
- s-meeting (1)
- s-negotiation (1)
- s-proposal (1)
- s-won (1)
- VIP (0)

17 Contacts + Add to Email Lists Export Manage Tags More Actions

	Name	Email	Company	City, State
B				
<input type="checkbox"/>	Bob Michaels	bmichaels@michaels.com		
<input type="checkbox"/>	Bruce Johnson	bjohnsom@johnson.com		
C				
<input type="checkbox"/>	Charlie Carter	ccarter@carter.com		
D				
<input type="checkbox"/>	Dave Harris	Dave@Harris.com	Harris Landscaping	Harrison, Virginia
<input type="checkbox"/>	Dave Davis	dave@davis.com		
<input type="checkbox"/>	Dave Jones	Dave@Jones.com		
<input type="checkbox"/>	Dave Smith	dave@smith.com		
<input type="checkbox"/>	Dave Masters	dave@masters.com	Master's, Inc.	Masterville, Massachusetts

Easily Categorize Contacts with Tags (cont.)

Here's an example of how you might use a tag directly from the Contacts tab. Let's say you held an event at your store and while at the event a group of customers put their names on a sign-up sheet to be notified first when your new line of products is available. You could select these customers and add the tag "notify". Then when the products were available you could easily find these contacts and send them an email.

The screenshot displays the Constant Contact 'My Contacts' page. On the left, a sidebar lists various contact categories: All (3606), Active (1987), Unsubscribed (1), No permissions set (93), Duplicates (1), Errors (3), and a list of Email Lists including 24hr Reminder (1552), Advocates (23), After school literacy program (27), Business 1 (0), Business 2 (1), CTCT Support (220), and Customer List (39). The main area shows a table of 4 selected contacts out of 1987. The table has columns for Name, Email, Company, and City, State. The selected contacts are: 339 70 Dino Ragazzo (dino.ragazzo@experience-conse...), Aaron Edgar (aedgar@constantcontact.com), Aaron Frazier (aaron@technologyspec.com), and Abigail Kobriger (akobriger@clearygull.com). The 'Manage Tags' button is highlighted with a red arrow. The 'Add Contacts' button is also visible in the top right corner.

Name	Email	Company	City, State
339 70 Dino Ragazzo	dino.ragazzo@experience-conse...	EXPERIENCE	Quebec
Aaron Edgar	aedgar@constantcontact.com		
Aaron Frazier	aaron@technologyspec.com	ATS Procurement Direct	Arizona
Abigail Kobriger	akobriger@clearygull.com	Cleary Gull	Wisconsin
Adam Morris	amorris@constantcontact.com		
Adam Steen	asteen@constantcontact.com		

Easily Categorize Contacts with Tags (cont.)

Here's how you could tag contacts directly from your reports. Let's say you sent an email with links to specific products, you could then check your "Clicked" reports to see what links people clicked on. Directly from the report you could tag the contacts with the product name so you could easily send a follow-up email to those contacts with more information about that product without having to create a special list for that email.

Constant Contact

My Account | Pricing | Community | Apps & Services | Help | Log Out

Welcome to Constant Contact, Marie!

Home | Email | Social Campaigns | SaveLocal | EventSpot | Survey

My Emails | Create | Reports | Autoresponder | Archive

Reports > Spring Newsletter

View: Spring Newsletter

Search

My Reports

- Sent (45)
- Opened (21)
- Clicked (76)
- Spam (0)
- Bounced (11)
- Unsubscribed (1)
- Did Not Open (13)

13 Unique Clicks

what gets the most clicks?

362% Click-through rate

388% Your Average Increase this

14.4% Industry Average Learn more

13 of 13 Selected

+ Add to Email Lists

More Actions

Manage Tags

QuickSend

	Name	Email	Date / Time
<input checked="" type="checkbox"/>	Collier, Alice	acollier@roving.com	04/12/2013 1:36pm
<input checked="" type="checkbox"/>	Collier, Azure	acollier@constantcontact.com	04/12/2013 1:36pm
<input checked="" type="checkbox"/>	Curtiss, Kristen	kcurtiss@constantcontact.com	04/11/2013 4:31pm
<input checked="" type="checkbox"/>	Edwards, Andrea	NCMAwesomePeople@gmail.com	04/12/2013 1:37pm
<input checked="" type="checkbox"/>	Gerhardt, Dave	dgerhardt@constantcontact.com	04/12/2013 10:53am

Filter Email Lists While Scheduling an Email with Tags

The new ability to filter email lists while scheduling an Email Marketing or SaveLocal email makes it easier than ever to get the right message to the right contacts. You can narrow down by tags when sending to an email list so you can target specific contacts on the fly. No need to create a new list!

Let's say you're sending a special in-store offer to an email list of people who have purchased from you in the past. You could filter this email list by tags you created, let's say you added the tag "notify" to some contacts. You could filter the list so just those with the "notify" tag receive advanced notice on an upcoming product line.

The screenshot shows the Constant Contact 'Schedule' interface. At the top, there's a navigation bar with 'Home', 'Email', 'Social Campaigns', 'SaveLocal', 'EventSpot', and 'Survey'. Below this is a sub-navigation bar with 'My Emails', 'Create', 'Reports', 'Autoresponder', and 'Archive'. The main heading is 'Schedule', with a sub-header 'Copy of new Email Created 2013/02/06, 3:46 PM' and a 'DRAFT' status. A progress bar shows three steps: 'Choose', 'Customize', and 'Schedule'. On the left, there's a preview of an email with a '25% Off at Gerhardt's' offer and an 'Edit' button. The 'Email Settings' section on the right includes a 'Subject' field with the text 'The best email you'll read all day...'. Below that is a 'Send To' section with a dropdown menu showing 'All contacts (16)' and a plus icon to 'Enter lists'. A 'Limit by Tag' overlay is active, showing a list of tags with checkboxes: 'contractors (1)', 's-contract (1)', 's-initial call (4)', 's-lost (1)', 's-meeting (1)', 's-negotiation (1)', 's-proposal (1)', 's-won (1)', and 'VIP (0)'. The overlay has 'Cancel' and 'Apply' buttons. At the bottom, it says '16 Recipients'.

Enhanced Bounce Management

With more comprehensive bounce reporting it's now easier than ever to clean your list of outdated email addresses right from within the report. A clean and healthy list means higher open rates and better engagement too!

Just click "Recommended for removal" from the dropdown menu to easily select and remove any email addresses that are no longer working.

The screenshot displays the Constant Contact interface for the 'Spring Newsletter' report. The top navigation bar includes links for My Account, Pricing, Community, Apps & Services, Help, and Log Out. The main navigation bar shows Home, Email, Social Campaigns, SaveLocal (marked as NEW), EventSpot, and Survey. The sub-navigation bar includes My Emails, Create, Reports (active), Autoresponder, and Archive.

The 'Reports > Spring Newsletter' page features a search bar, a 'My Reports' sidebar with categories like Sent (45), Opened (21), Clicked (76), Spam (0), Bounced (11) (selected), Unsubscribed (1), and Did Not Open (13). The main content area shows a '11 Bounced Emails' summary with a '24% Bounce rate' (19% Your Average) and a link to 'How do I reduce future bounces?'. Below this is a table of 11 contacts with columns for Name, Reason, and Email. A dropdown menu is open over the table, showing options: All bounce types, Recommended for removal, Non-existent address, Undeliverable, Blocked, Mailbox full, Vacation / Auto reply, and Other.

Name	Reason	Email
C		
Casper, Kim	Other	kimcas
Clark, Richard	Other	richard
H		
Harvey, Alice	Other	aliceh617@foo.com
J		
Jones, Jane	Other	jonesj617@foo.com
Jonesmen, Justin	Other	jonesj617@foo.com
L		

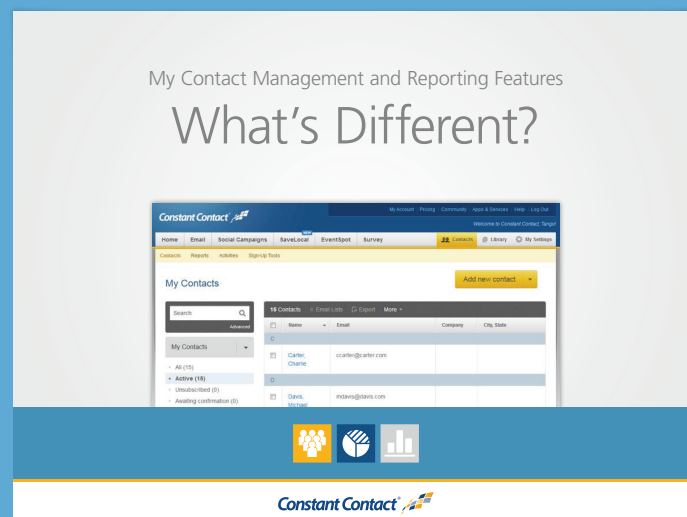
Enhanced Custom Fields

With *unlimited* custom fields and a *new date field* it's easier than ever to create personalized communications that get more engagement. Add as much information about each contact that's important for your business to have. You can create custom fields from any place you're adding or editing a contact.

Maybe you want to collect a date of birth for special birthday promotions or perhaps you want to learn about who referred someone to your business. You can use custom fields to collect this information on your sign-up form or just add it manually to your contact's profile.

The screenshot displays the 'Add Contacts from File - Preview' interface. A modal dialog titled 'Create Custom Field' is open, allowing users to define a new field. The dialog includes a 'Field Label' input field with the text 'Birthday', a 'Type' dropdown menu currently set to 'Text Field' with a list of options ('Text Field', 'Text Field', 'Date Field') visible, and 'Cancel' and 'Submit' buttons. The background interface shows a table with columns 'Field in Constant Contact', 'Column names', and 'Preview your data'. The table contains rows for 'First name', 'Last name', and a row with a 'Create Custom Field...' button. Below the table, there are sections for 'Add contacts to list' with an 'Add a list' button, and a checkbox labeled 'I have permission to email' which is checked. At the bottom right, there are 'Cancel' and 'Import 3 fields' buttons.

Want to learn how to use these great new features? Get specific How To's [here](#). And be sure to check out the [Contacts Webinar](#).



Did you miss our first guide, "[My Contact Management and Reporting Features — What's Different?](#)" We show you how much easier it is to accomplish your top contacts and reporting related activities including:

- Where to find your email lists
- How to create email lists
- How to send an email to specific contacts
- How to add and find contacts
- How to export contacts
- How to grow and track the growth of your contact list
- How to manage bounced emails
- How to see how your emails are doing