



## Landing Pages

Landing pages are web pages that can be reached via a link in an e-mail message. Landing pages are frequently used to give more information on a product or service in the form of product sheets..

The Landing Pages module allows you to create such web pages within Flexmail. You can then insert links to these landing pages in your e-mail messages.

For the creation of landing pages you dispose of a comprehensive html-editor. This way you can create professional web pages in a user-friendly way. The html-editor can be compared with classic word processing tools and offers the same functions as those. You also dispose of a multimedia library where you can manage pictures and files.

Thanks to the integration of the landing pages in Flexmail these are hosted directly on the Flexmail servers. Therefore you don't need a separate hosting service for these web pages.

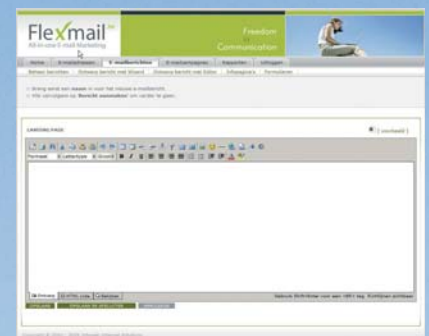
Moreover the Flexmail Link Tracking will register all the clicks on the links to the landing pages. This way you know exactly which was the impact of the e-mail campaign.

You know how often each link was clicked on, by who and when.

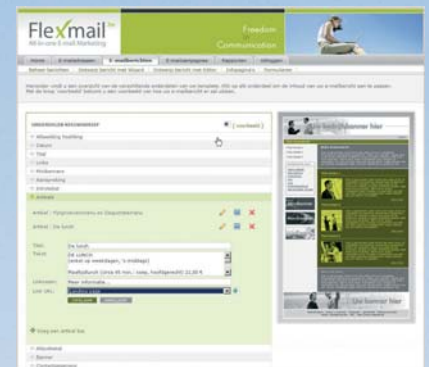
## Advantages

- ▶ Short, easy to read e-mail messages, only the most important information.
- ▶ All detail information is included in the landing pages.
- ▶ Link Tracking measures the results of your campaign.
- ▶ Integration in Flexmail.
- ▶ User friendly html-editor.
- ▶ Hosting of the web pages by Flexmail.

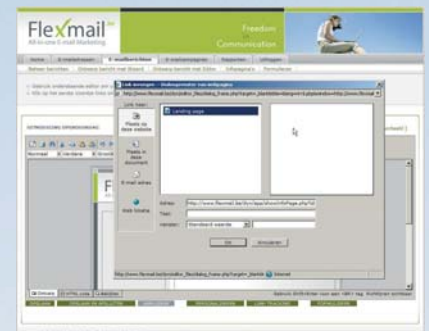
Freedom  
in  
Communication



Html-editor



Landing pages in the wizard



Landing pages in the html-editor

