

Newsletter module



The Newsletter module is an easy to use add-on to Astragy that allows you to quickly create and send newsletters to multiple target groups in your organization. Simply select relevant news articles from the News tab, select the target group from a list of predefined recipient groups and send the newsletter via e-mail. The Astragy newsletter module moves beyond traditional newsletter applications that can send just news. It allows you to add any chapter or report from company and/or market profiles in Astragy directly into the newsletter. This means you can keep your audiences informed not just about the latest news, but about competitor moves, turnover and profit comparisons and product specifications in just a few clicks.

Advantages

- Save time and hassle sending relevant email newsletters
- Keep your staff updated on competitor changes on a regular basis
- Use a single validated source of information for all newsletters
- Inform employees of important events or competitor changes on the fly
- Quickly distribute competitor comparisons to multiple employees

Characteristics

- Easy to use interface
- Multiple subscriber groups
- Include Astragy reports, graphs and tables in the newsletter with a single click
- Designed in company house style
- HTML and/or plain text mail message
- Subscribers do not need to be Astragy users to receive and read the newsletter

