k-matrix

New version k-matrix eM is live

Starting from the new year of the Ox, you will find our new version of k-matrix eM with better architecture, more user-friendly navigation and improved layout. More importantly, we are going to release numerous features which assist you on creating professional email campaigns.

Check out our feature highlights:

- **Email alert function:** From now on, you can pre-set both email and SMS amount in our system, if the quota are running out and less then the pre-set amount, you will get an email reminder. You will also be reminded when the scheduled campaign execution time arrive

- **The landing pages of the action links (e.g. forward-to-friends link, unsubscription link, unread link) are with correspondence languages:** You can specify the landing pages' languages which the action links point to. You can choose from Traditional Chinese, Simplified Chinese and English

- **Position action links (e.g. forward-to-friends link, unsubscription link, unread link) flexibly:** You can now place the actions links in any position of the email BUT NOT only header/footer

- **Updated Spam Analyzer:** You can now check out your campaign "risk rating" easily. It is categorized into 3 levels; "INFO"(Generic), "WARN"(Improvement is need) and "CRITICAL"(Take immediate action to revise the campaign)

- **Free resources hosting:** You can now host your resources in our system and provide links for customers to download. We support resources in different formats; e.g. Word Doc., PDF, PPT., Excel

- **Support Background Image:** We now support HTML email designed with background image. Simply upload your zip/ Eml file and it will do

- **Enhanced campaign report:**

  1, we put a "refresh" button in the campaign report page, you can easily check out the latest statistics by one click.

  2, additional report format; check out open rates, click rates, bounce rates of different domains (e.g. yahoo, hotmail or gmail etc……)