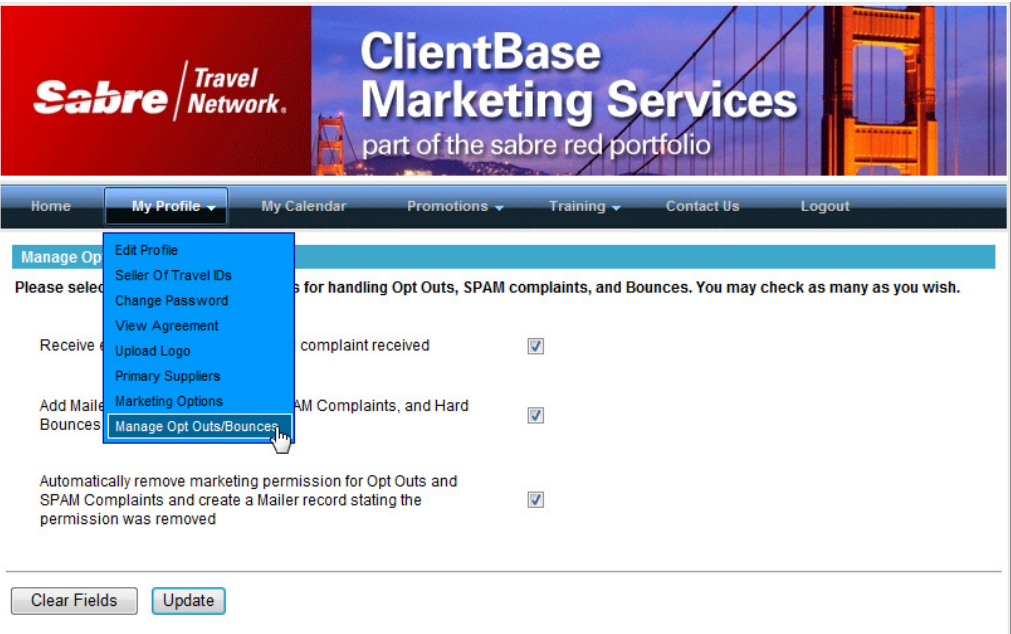


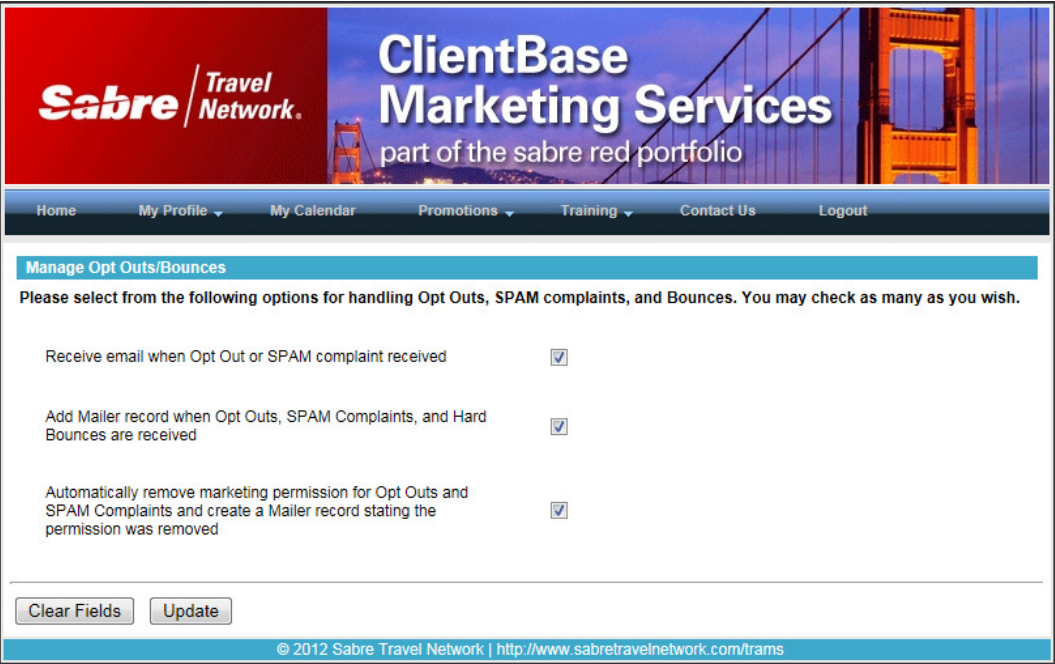
## ClientBase Marketing Services v4.3 New Features/Enhancements

### Managing Opt Outs/Bounces

Select options for handling Opt Outs, SPAM complaints and Bounces by going to **My Profile | Manage Opt Outs/Bounces**:



Use the checkbox to select options for handling, checking as many as you wish:



**Options include** *Receive email when Opt Out or SPAM complaint received; Add Mailer record when Opt Outs, SPAM Complaints, and Hard Bounces are received; and Automatically remove marking permission for Opt Outs and SPAM Complaints and create a Mailer record stating the permission was removed.*

## TouchBase Promotion Customization

Go to **My Profile | Marketing Options** and use the checkbox on the right of the promotion name you want to send to your clients - this adds the promotion to your calendar. On the left, click the pencil to customize your message for that promotion:

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One Big W...ns

Edit Profile  
Seller Of Travel IDs  
Change Password  
View Agreement  
Upload Logo  
Primary Suppliers  
**Marketing Options**  
Manage Opt Outs/Bounces

Supplier Promotions

**TouchBase Program**

	Anniversary Emails	<input checked="" type="checkbox"/>
	Birthday Emails - Passenger emails only	<input checked="" type="checkbox"/>
	Birthday Emails - Primary email for no Passenger email	<input type="checkbox"/>
	Bon Voyage Emails	<input checked="" type="checkbox"/>
	Holiday Emails	<input type="checkbox"/>
	Passport Expiration Emails	<input checked="" type="checkbox"/>
	Survey	<input checked="" type="checkbox"/>
	Thank You for Your Inquiry	<input checked="" type="checkbox"/>
	Thank You for Your Referral	<input checked="" type="checkbox"/>
	Welcome Home Emails	<input checked="" type="checkbox"/>
	Welcome to the Agency Emails	<input checked="" type="checkbox"/>

Save Settings

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TouchBase Program - Birthday Emails - Primary email for no Passenger email

This custom message will apply to all promotions listed in this Marketing Option.

Compose

Font size [salutation] Insert Merge Code

Please accept our best wishes for a very, very

**Happy Birthday!**

You are a valued client and we just want to say, enjoy your special day!

Save Cancel Restore Defaults

*Click the pencil to customize the message for this promotion.*

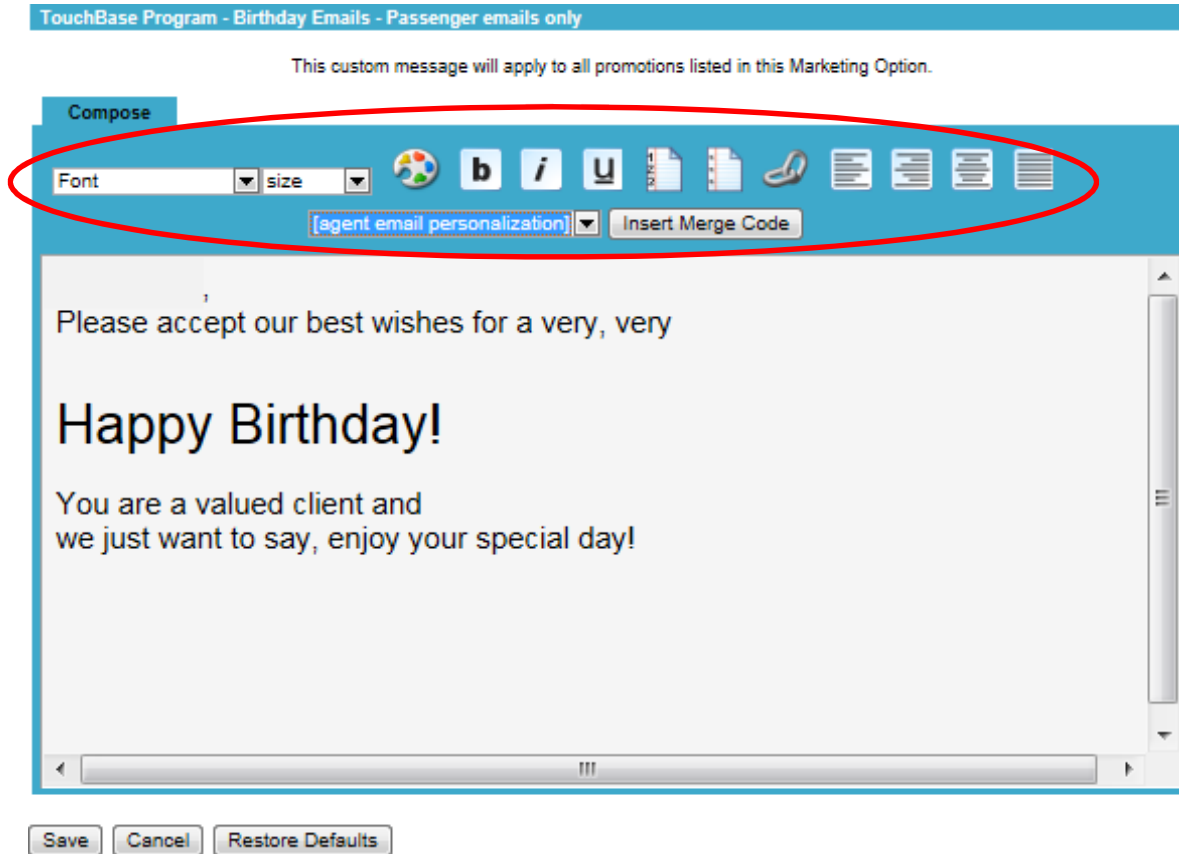
*Add promotion to calendar by checking here.*

*The screen opens with the default message.*

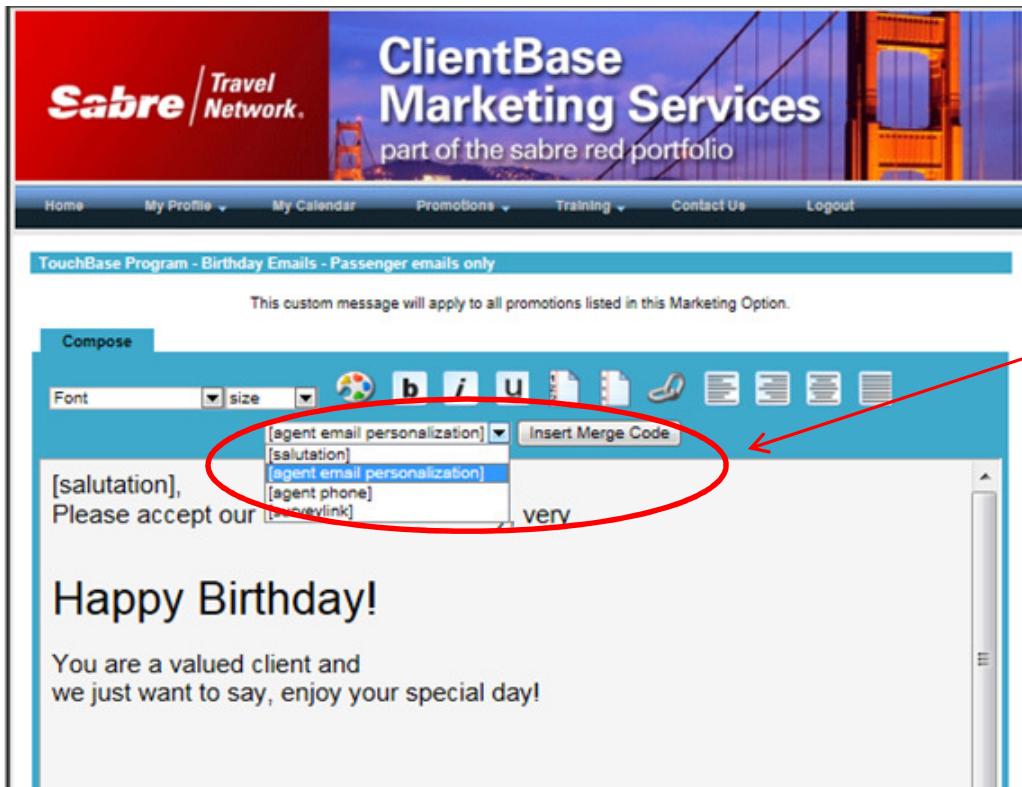
*To reset the customization, use the Restore Defaults at the bottom of the screen.*

## OPTIONS FOR EDITING

From the customization toolbar, choose the following options for editing the text of the promotion - **Font Size, Font Color, Bold, Italic, Underline, Ordered list, Unordered list, Hyperlink, Text Alignment.**



## ADD A MERGE FIELD



Move your cursor to the message position you want the merge code added.

Select from the following merge fields: salutation, agent email personalization; agent phone OR survey link.

Click Insert Merge Code.



Once satisfied with your changes, click *Save* at the bottom of the screen.

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TouchBase Program - Birthday Emails - Primary email for no Passenger email  
This custom message will apply to all promotions listed in this Marketing Option.

**Compose**

Font size [color icon] [bold icon] [italic icon] [underline icon] [link icon] [unlink icon] [list icon] [table icon]

[agent email personalization] Insert Merge Code

[salutation],  
Please accept our best wishes for a very

**Happy Birthday!**

[agent email personalization] is thinking of you and wishes you a special day!

**Save** Cancel Restore Defaults

To view your message in the edited promotion, click the Home menu option. Click the name of the promotion to view (notice the **red \*** at the end of the promotion name indicates it has a custom message), then click *View Promotion*. Changes will be used each week/month on the promotion sent until a new promotion is created or another change is made.

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**Your Marketing Calendar - The Next 60 Days**

Date	Program	From	To
April 2015			
20	TouchBase Program	TouchBase	Welcom Home
24	TouchBase Program	TouchBase	BonVoyage
25	TouchBase Program	TouchBase	<b>Happy Birthday Wishes *</b>
27	TouchBase Program	TouchBase	Welcom Home
May 2015			
1	TouchBase Program	TouchBase	Happy Birthday Wishes *
1	TouchBase Program	TouchBase	BonVoyage
4	TouchBase Program	TouchBase	Welcom Home

See

**Happy Birthday!**

Lisa,  
Please accept our best wishes for a very

Lindsay with One Big World Travel is thinking of you and wishes you a special day!