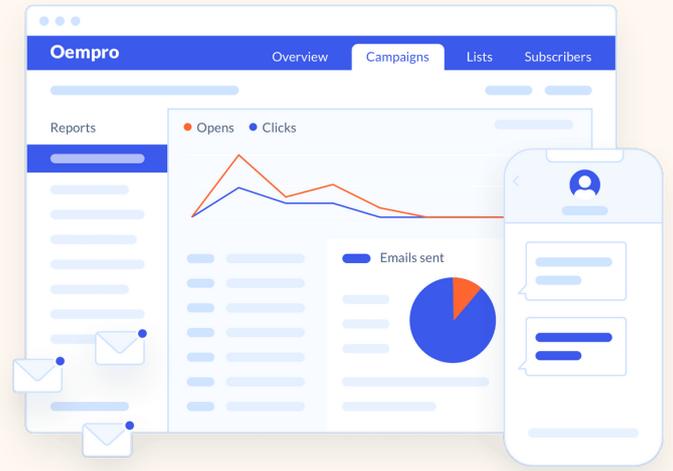




Oempro Data Sheet



Category	Feature	Oempro
Backend	Multi-tenant system	✓
Backend	Email attachment and media upload to S3, database and local storage	✓
Backend	Admin ⇒ User ⇒ Client hierarchy	✓
Backend	Multiple client account support for each user account for giving "reporting-only" access to the metrics of selected subscriber lists and campaigns	✓
Backend	Docker Container based horizontally and vertically scalable infrastructure design	✓
Backend	Built-in HAProxy powered load balancer	✓
Backend	Built-in Let's Encrypted powered SSL manager for Oempro and link tracking domains	✓
Backend	100% in-house, self-hosted system	✓
Backend	GDPR compliant	✓
Customization	Rebrandable	✓
Customization	Customizable	✓
Customization	Customizable user area header and footer	✓
Customization	Rebrandable UI	✓
Integrations	Full-featured API	✓
Integrations	Extendable Plug-In Engine	✓
Integrations	S2S postback integration for accurate conversion tracking	✓
Integrations	Multi Single-Sign-On (SSO) integration support	✓

Integrations	Google Analytics integration	✓
Integrations	Built-in PowerMTA - Logstash integration for sync bounce processing via PowerMTA	✓
Integrations	Multiple incoming webhook setup for subscription and unsubscription events for each list	✓
Integrations	One-way third party MySQL database list synchronization	✓
Integrations	Unlayer drag-n-drop email builder integration	✓
User Management	User groups with different permissions, limits, branding, and features	✓
User Management	Users with trusted and un-trusted reputation levels	✓
User Management	User and user group assignment and ability to change anytime needed	✓
User Management	User impersonation with user's applied settings or in admin mode	✓
User Management	One click user impersonation via administrator top bar	✓
Email Delivery	Multi-delivery server support	✓
Email Delivery	Different tracking and sender domains setup for each delivery server	✓
Email Delivery	Marketing, transactional, autoresponder delivery server assignment for each user group	✓
Email Delivery	Customizable in-depth email delivery servers for maximized inbox delivery success rate	✓
Email Delivery	Seed list support	✓
Email Delivery	Reply alias support and reply forwarding	✓
Email Delivery	Relaying domain support	✓
Email Delivery	Customizable pre-header text template	✓
Email Delivery	Email delivery load balancing support for resource limited server environments	✓
Email Delivery	Inbound SMTP server for transactional email gateway	✓
Email Delivery	Transactional email gateway API end-points with multiple domains, SMTP accounts and inbound email API end-points	✓
Security	2FA secured and IP restricted admin area access	✓
Security	2FA secured user area	✓

Security	Multi-API key support for user accounts with IP restriction	✓
Audience Management	Subscriber attribute caching for each campaign delivery	✓
Audience Management	Incoming subscription request by email processing	✓
Audience Management	Cleanify.io email verification and list hygiene integration	✓
Audience Management	Global custom fields (subscriber attributes) that affect all users and lists	✓
Audience Management	Global segments for recipient matching based on activities and attributes for email delivery re-routing through different delivery servers	✓
Audience Management	Suppression list management	✓
Audience Management	Smart suppressions based on recipient email address domain and regular expressions	✓
Audience Management	Multiple subscriber list management with different custom fields, segments, autoresponders, and other settings	✓
Audience Management	Unlimited list custom fields (attributes)	✓
Audience Management	Unlimited segments based on subscriber custom fields (attributes) and activities (ex: opens, clicks, etc.)	✓
Audience Management	Advanced subscriber browse and filtering based on segments, attributes and activities.	✓
Audience Management	Subscriber persona and activity cards	✓
Audience Management	Easy-to-use high-volume subscriber import tool with unlimited custom field (attribute) support	✓
Audience Management	Mass subscriber export tool	✓
Audience Management	Mass subscriber removal and unsubscription tool	✓
Audience Management	Website opt-in and opt-out form wizard	✓
Bounce Processing	Both sync and async bounce handling system	✓
Bounce Processing	Inbound SMTP server for bounce processing	✓
Bounce Processing	Inbound SMTP server for reply processing	✓
Bounce Processing	Incoming FBL (spam complaint) processing	✓
Bounce Processing	Customizable email headers for different delivery servers, user groups and system wide	✓
Bounce Processing	Customizable bounce DSN patterns	✓

SMS Marketing	SMS delivery frequency checker and limiter	✓
SMS Marketing	SMS forbidden words checker	✓
SMS Marketing	TCPAProtect.com SMS mobile number verification and filtering integration	✓
SMS Marketing	SMS phone number and carrier settings for each subscriber list	✓
SMS Marketing	SMS marketing campaigns	✓
SMS Marketing	SMS metrics including successful deliveries, clicks and conversions	✓
SMS Marketing	SMS campaign revenue tracking	✓
SMS Marketing	Email campaign revenue tracking	✓
SMS Marketing	Multiple include and exclude recipients (lists and segments) for SMS campaigns	✓
SMS Marketing	SMS route selection for SMS campaigns	✓
SMS Marketing	Multiple offer content variations with content spinning and link personalization for SMS campaigns	✓
SMS Marketing	SMS campaign offer links	✓
SMS Marketing	SMS link domain pool management	✓
SMS Marketing	SMS campaign S2S postback support	✓
SMS Marketing	SMS campaign links http/https support	✓
SMS Marketing	SMS campaign link protocol removal support	✓
SMS Marketing	SMS campaign link shortening feature	✓
SMS Marketing	SMS campaign delivery spread support	✓
SMS Marketing	SMS campaign auto-pause support for micro-sends	✓
SMS Marketing	SMS campaign send immediately, send in the future and save-as-draft options	✓
SMS Marketing	Realtime SMS metrics	✓
SMS Marketing	SMS recipient breakdown report	✓
SMS Marketing	SMS campaign delivery chunk breakdown report	✓
SMS Marketing	SMS campaign offer content analysis	✓
SMS Marketing	SMS campaign link domain analysis	✓
SMS Marketing	SMS campaign sender ID analysis	✓

SMS Marketing	SMS recipient frequency controller	✓
SMS Marketing	Customizable SMS route integration	✓
SMS Marketing	Built-in Text Calibur, Mobiniti, Signal Wire, Twilio, Clicksend, Global Voice, Kaleyra, CM, Message Whiz, Sinch, Telnyx, and TotalSMS gateway support for SMS deliveries	✓
Email Content Management	Re-usable email template builder	✓
Email Content Management	Stripo.email drag-n-drop email builder integration	✓
Email Content Management	User assigned email templates	✓
Email Content Management	Media library and management for email attachments and images	✓
Email Content Management	Drag-n-drop (Strip or Unlayer powered), HTML code editor, rich text editor, template gallery and remote content fetch support for email campaigns and autoresponders	✓
Email Content Management	Personalization support for email subjects, HTML and plain text email contents	✓
Email Content Management	One-click HTML to plain email content conversion	✓
Email Content Management	Email attachment support	✓
Email Content Management	Email image upload support	✓
Email Content Management	Dynamic remote content embedding into email contents	✓
Email Content Management	RSS feed into email content support	✓
ESP Management	User sign-up form manager for running ESP business	✓
ESP Management	System usage usage metering and billing system	✓
ESP Management	Customizable system usage pricing setup	✓
ESP Management	PayPal and third-party payment gateway support	✓
Reporting	Real-time time-based email delivery and conversion reports with delivery server and ISP breakdown	✓
Reporting	ESP breakdown report for subscriber lists	✓
Reporting	CTR retention report for subscriber lists	✓
Reporting	Real-time email metrics and reports	✓
Reporting	The email marketing funnel report with ISP breakdown	✓
Reporting	Email open report with who opened, when and how many times details	✓

Reporting	Email click report with who clicked what link, when and how many times	✓
Reporting	Email conversion report, who converted when and through what channel	✓
Reporting	Email browser view report	✓
Reporting	Unsubscription report	✓
Reporting	Hard bounce metrics	✓
Reporting	FBL (spam complaint) metrics	✓
Reporting	Ability to export campaign metrics	✓
Email Campaigns	Email campaign tagging for better email campaign management	✓
Email Campaigns	Category email campaigns under different tags	✓
Email Campaigns	Merge multiple lists and segments to include in a campaign	✓
Email Campaigns	Merge multiple lists and segments to exclude in a campaign	✓
Email Campaigns	A/B split test for email campaigns with customizable sample size and auto winner selection based on the highest CTR or open rate	✓
Email Campaigns	Dynamic RSS campaign archive	✓
Email Campaigns	S2S postback integration support for email campaigns	✓
Email Campaigns	Email review by email	✓
Email Campaigns	Email review on web browser	✓
Email Campaigns	Spamassassin powered email tests	✓
Email Campaigns	Email campaign immediate delivery, send in the future, repeated delivery or save as draft options	✓
Email Campaigns	Share email campaign on the social media	✓
Email Campaigns	Web browser email campaign preview	✓
Auto Responders	Unlimited autoresponders that can be triggered on different events (ex: subscriptions, email opens, etc.) with different time intervals.	✓
List Management	Sender info settings for subscriber lists	✓
List Management	Single opt-in / double opt-in subscription type setting	✓
List Management	Subscription and unsubscription behaviours	✓

Automation	Journeys (advanced automation) with different triggers and actions including yes/no conditions and third party webhook execution	✓
Automation	Multiple journey (advanced automation) setup for creating advanced workflows such as sales funnels	✓
Service	Email based and one-on-one zoom support sessions	✓
Service	One-on-one zoom based training sessions	✓
Service	Community portal for knowledge exchange	✓
Service	Optional customization service	✓
Service	Optional plugin development service	✓
Service	Optional email relaying service with SMTP access, dedicated IP addresses and delivery consultancy	✓