emailBOOST:
Enhanced Delivery System

emailBOOST is an optional, add-on product to the complete YourMembership.com SaaS-model membership software solution. With emailBOOST your organization receives a dedicated bulk email IP address – and more – to help overall deliverability of your organization's email.

Create and Send Email to Unique Email Subscriber Lists

With emailBOOST you can use YourMembership.com's powerful email marketing functionality to create and send ad hoc email to unique email subscriber lists! These lists are comprised of individuals that are not in your member database.

The maximum number of subscribers is 50,000. Also, spam and/or purchased email lists are not acceptable -- subscriber lists must be comprised of opted-in email subscribers.

For example, you might have a group of volunteers that need communication from your organization, but they're not members of your online community. No problem! With emailBOOST you can import email subscribers into YourMembership.com for quick and easy bulk emailing -- while keeping these records completely separate from your member database.

Creating email subscriber lists and importing subscribers is easy, and it's all accomplished via the administrative backend of YourMembership.com. In addition to emailing, you can view and export (in CSV format) your email subscriber lists at anytime with just a few simple clicks.

Boost Your Email Deliverability

emailBOOST gives your organization a dedicated bulk email IP address with branded reverse lookup and priority sending – all to help enhance your email deliverability and reputation. With emailBOOST from YourMembership.com you get:

- Dedicated bulk email IP address: only your organization utilizes the unique IP
- Branded reverse lookup: DNS branded to your organization
- Priority sending: speeds delivery to email inboxes

With the dedicated bulk email IP address, only your organization utilizes the unique IP so you will directly control the content quality – and ultimately the overall health of your sender score. The branded reverse lookup feature will be branded to your organization's DNS, for example: mail.YourOrganization.org. Priority sending with emailBOOST from YourMembership.com means your organization will receive higher sending priority from an email server with less overall volume, typically resulting in faster delivery.

Email Certification

A dedicated IP like the one provided with YourMembership.com's emailBOOST is required in order to receive certification from an organization like Return Path. In addition to utilizing emailBOOST from YourMembership.com to increase overall deliverability, your organization may also choose optional email certification from an external, third-party provider, like Return Path. Return Path also offers free certification to small nonprofit organizations. See Return Path pricing.

Third-party email certification often results in an increase of overall inbox delivery rates, which can lead to greater open and response rates for bulk email campaigns.

YourMembership.com is not affiliated with any third-party email certification provider. Your organization will run off its newly-acquired dedicated bulk email IP address for at least three months prior to being certified.

Getting Started with emailBOOST

Contact us today for more information on this optional add-on product. Pricing is as follows:

One-time Setup Fee:	$395
Annual Fee:	$1195

emailBOOST is part of YourMembership.com's Performance Pack — learn more about the Performance Pack and the cost savings it delivers for several popular add-ons.

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