

Mail Shot Production

The EasyRetail Mailshot Module gives you the software tools you need to create a targeted mailing list from your customer database. You can merge your mailing list with a letter created by the EasyRetail Letter Writer Module and either print or email it directly from the system or export the mailing list as a Comma Separated Variable (CSV) file. Most third-party software applications, including Microsoft WORD, will let you mail-merge from a CSV file. Direct mail service companies will also accept an EasyRetail generated CSV file containing a list of target customers.



- Select target customers by single or multiple criteria including e-mail address, customer type, turnover value, single purchase value, date account opened, town, county, postcode, country, etc.
- Filter target customers by their purchase history including date of sale, product group, product sub-group, item make and model number
- Refine selection using “and”, “or”, “include” and “exclude” expressions
- When the filtering procedure is complete the selected target customers are displayed on-screen in a grid for visual validation.
- Individual customers can be deleted from the grid thereby excluding them from the final mailing list
- The details of the customers in the final mailing list can be merged into a direct mail letter created within the **Letter Writer Module** and then bulk printed and/or e-mailed directly from EasyRetail.
- Mailing labels can also be printed for the target customers
- The mailing list can be exported as a WORD compatible (CSV) mail-merge file
- Details of any direct mail communication to a customer are automatically logged in the customer’s COMM history.