

Who

Salestream Software is a software company that evolved from MicroArts Corporation, a technology marketing firm. Michael DesRochers founded Salestream in 2003 after selling MicroArts, a company he founded in 1988. Ian Meredith joined DesRochers from MicroArts to lead the development efforts for Salestream.

What

PoliteMail is a 1to1 email marketing add-on for the world's most popular email application—Microsoft Outlook. PoliteMail enables users to send personalized, 1to1 messages to lists right from Outlook. Now sending to 100 or 1000's is as easy as sending to one. PoliteMail helps users reach the inbox by sending 1to1 email through their authentic email server without BCC's. With PoliteMail users see who is opening and clicking the email they send in real-time—without having to use those annoying read-receipts. Manage lists and share contact details with or without an Exchange Server. CAN-SPAM compliance and undeliverable handling is automatic. Graphical analytics provide email metrics needed to measure response and improve results.

Where

Salestream Software is located in Portsmouth, New Hampshire. PoliteMail is available as a download from www.politemail.com.

Why

If you are already using Outlook, why pay monthly fees and log into a website just to send email to lists? PoliteMail adds professional email marketing capabilities with automatic opt-out compliance to the authentic email system you use everyday. PoliteMail lets users know what happens to the email they send, enabling more timely, more relevant follow-up. Ideal for both individuals and professionals using Outlook, as well as enterprises that wish to enable 1to1 marketing in the field with centralized controls, measurement and reporting.

Worth Noting

PoliteMail is delivered as software with a service. The data services include mailing list management, opt-out compliance, response tracking and optional mail serving. PoliteMail is one of few email marketing products that enables sending through your own authentic email server, making it instantly SenderID compatible. PoliteMail Server and Enterprise versions are also available for high-volume senders or those who want to keep data secured behind company operated firewalls.