



TELOSA  
SOFTWARE

## Premier Special Topics Cheat Sheet

### *Email Marketing with VRI*

- Vertical Response is a leading provider of self-service email marketing, online surveys and direct mail service for small to mid sized nonprofits.
- The Vertical Response Interface (VRI) in Exceed! allows you to easily transfer email addresses and other important information to and from Vertical Response.
- The VRI is automatically included with Exceed! and does not include an extra cost, but you do need to sign up for a free account with VRI to use the interface.
- You can sign up either as a User ([https://telosa.vresp.com/app/signup/user\\_info](https://telosa.vresp.com/app/signup/user_info)) or as a Nonprofit (<http://www.verticalresponse.com/non-profits/application/>).
- The E-mail Vertical Response export option is found in the Mailings Screen under *Export Files – E-mail Vertical Response*.
- This export option creates an export file designed to be uploaded to Vertical Response and includes email address, name, company, job title, address and phones, as well as allowing up to 8 customizable fields from Exceed!.
- All records that meet your extraction criteria *and* have a valid email address (meaning it is checked OK to Contact) will show up in the E-mail Export Selection screen.
- The E-mail Export Selection screen allows you to deselect individuals extracted, but that you do not want to included in the mass email.
- After sending a mass email, you can import a file obtained from Vertical Response containing status changes to your email addresses, including bounces and opt-outs, to keep your email addresses up to date.
- The email status list file that is exported from Vertical Response will be in a comma-separated values (.csv) format.
- The Email Status changes will be linked with specific Affiliation Codes that you need to set up before importing the email changes.
- The Mail Vertical Response export option is found in the Mailings Screen under *Export Files – Mail Vertical Response*.
- The Mail Vertical Response export option is for creating and mailing direct mail postcards.
- This export option creates an export file designed to be uploaded to Vertical Response and includes email address, name, company, job title, address and phones, as well as allowing up to 8 customizable fields from Exceed!.