KGL PubFactory

IntelAlert

PubFactory's Premium Email Delivery and Analytics Module

IntelAlert is an optional, seamless deployment solution for publisher alerts, transactional emails, marketing analytics, and more. Publishers looking to simplify technology, make strategic communications decisions, or report ROI for active advertising campaigns will benefit from the ease of use and detailed intel that the module captures.

Available via an integration with SendGrid, IntelAlert provides an advanced suite of industry-standard email tools. The module routes all web application emails through SendGrid, so publishers receive instantaneous access to delivery rates, click-through rates, geo-location, and bounce rates.

Publishers can choose to use SendGrid's advanced templating system, which allows for code-based or WYSIWYG editing, live previews, and a built-in content delivery network for images. Alternatively, publishers can choose to maintain their current templates in the PubFactory Management Portal and still benefit from SendGrid's business intelligence capabilities.

With a dynamic template editor, configuration with your PubFactory site, tracked email activity, and product training and support, IntelAlert is the next-level solution for streamlining publisher communications and user outreach.

Take control of your publishing business.
Learn more at www.pubfactory.com.

Simplify alerting and campaign ROI reporting. Send with confidence.

Template Library
Use the default template or build your own from scratch.

Leading Deliverability
Take advantage of SendGrid's email sending expertise and delivery and reputation features.

Scalable Infrastructure
A cloud-based mail transfer agent supports optional add-on blocks of 10K emails.

Customizable Analytics
Create reports based on timeframe, email category, ISP, geography, and device-type.

IntelAlert
Only on PubFactory