



## TNR Global Bulke™ Email Solution

**Bulke™** is a robust bulk e-mailing solution developed by **TNR Global**, offering a convenient web-based interface to a powerful and efficient bulk email engine.

The Bulke system is capable of processing from hundreds of thousands of email messages and draws email addresses from a SQL database, often using MySQL.

Bulke provides extensive capabilities for maintaining accurate email contact lists, by utilizing sophisticated bounce and spam reject recognition tools to ensure email delivery and spam law compliance.

### **Bulk Email Delivery**

**Create, deliver, and track personalized emails to large email lists**

The **Bulke Email Sending System (Bulke ESS)** provides a web-based interface to define and manage bulk email distribution. Bulke ESS allows you to associate lists selected from your email address & contact information database with email templates developed & maintained within the Bulke ESS template based email sending system. Individual emails to unique individuals can be personalized by selecting contact information from the database for each individual.

### **Bulke ESS has two modes of operation:**

- 1) *Single Sender Mode* In single sender mode, Bulke ESS typically handles email lists of a few hundred up to 20-40,000 email addresses, and is used to send emails on demand or a regularly scheduled basis (e.g., daily or weekly).
- 2) *Multiple Sender Mode* Bulke ESS can be used in the multiple sender mode when handling very large lists of over 100,000 email addresses. In this mode, multiple "senders" tasks run on one or more outgoing email servers, thereby allowing sending rates up to one hundred times faster than the single sender mode.

### **Bulk Email Analysis**

**99.9% Accurate Analysis of Email Receipt and Bounce Back**

The **Bulke Email Analysis System (Bulke AES)** processes emails returned from mailings sent by the Bulke Email Sending System to ensure your email lists are maintained for maximum efficiency, allowing you to send to only those emails which are usable.

### **Bulke AES utilizes a two-step process to automatically identify 99.9% of returned emails:**

- 1) Most returned emails can automatically be processed by cleaning your mailing lists. Bulke AES contains hundreds of identification patterns that are used to distinguish returned emails from system warning messages, spam blocking server responses, et cetera, in more than ten languages. Bulke AES has a built-in capability to continuously improve recognition patterns for the content of bounced emails. .

2) The small fraction of returned emails which cannot be automatically classified to clean your mail lists are collected for analysis and classification via an included web-based application. BulKE AES allows for user assisted cleaning for partially determined return messages, and separation into action sets for manual handling, special processing, or passing on for client handling.

**The BulKE Email Analysis System provides:**

- Returned Emails Summary Report
- Database scripts for removal of invalid email addresses
- Separate email boxes for user actions on return messages needing manual processing
- Historical archiving of returned emails and cleaning reports and data.

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