

## Products & Solutions

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## Deliver Integrated Email Marketing Fully Supported In-the-Cloud

Lyris HQ is a robust hosted email marketing platform that helps professional online marketers manage and maximize the effectiveness of complex campaigns with high volume. With a user-friendly tabbed interface, Lyris HQ works the way you do: write email messages, create segments, edit lists, manage landing pages, track Web analytics and gain insights from data and reports – all without having to close one tab to work in another.

Lyris HQ integrates social, mobile, search and analytics to connect you to your customers across digital channels, and cloud-based deployment means there's no hardware to buy and no upgrades to worry about.

Build Marketing  
Momentum with Tools  
that Work Like You

Get the White Paper



Lyris HQ — Integrated Dashboard

### Our Customers Say it Best

“ By presenting photographer testimonials in a wide format, horizontally scrolling manner, we developed an email unique from previous projects. Using Lyris HQ, we were able to target delivery to specific segments of our total audience, ensuring relevancy and leading to strong results. ”

Olympus Corporation of the Americas, Jim Harper, Senior eMarketing Analyst  
Awarded Best Electronics Email Message, 2011 Internet Advertising Competition

At your desk or on the move, Lyris HQ keeps you connected to your customers and campaigns

- [Lyris HQ Power Edition](#)

**For professional online marketers with email lists over 160,000 who run more complex campaigns.**

A user-friendly tabbed interface streamlines the use of enhanced product features: email triggers, advanced segmentation, dynamic content, A/B testing, detailed analytics, integrated search and social visibility.

- [Lyris HQ Mobile](#)

**Extends the email marketing capabilities of Lyris HQ Power Edition to iPhone, iPad and iPod touch.**

Facilitates active email campaign monitoring and management through an elegant user interface, and provides real-time delivery statistics and at-a-glance performance dashboard. [Learn More >>](#)



Lyris HQ Mobile

- [Lyris HQ Agency Edition](#)

**White-label application for agencies that manage marketing campaigns on their clients' behalf.**

Enables quick set-up of client-specific subaccounts, integrates with Salesforce.com and provides instant access to Google Analytics metrics and reports dashboard. Flexible pricing options help control costs.

[Download Data Sheet >>](#)

For more information and product pricing, call 888-465-9747.

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