

# The QSL2™ Difference

## The Challenge

When you send one HTML creative file from your campaign to be distributed to a rented subscriber list controlled by a third-party, chances are that you're not in control of your creative once it's in third-party hands. There's no path to positively impacting your ROI and no visibility into your metrics in a timely enough manner to adjust your campaigns mid-blast. In these scenarios, third-parties hold all the keys to your campaign's kingdom.

## Additional Pain-points

When you finally do get your metrics from the rented blast or third-party distributor, it's often incomplete, painstaking to decipher, offers little to no identifiable data on the users who've interacted, and in some cases, questions as to the validity of the results. For all intents and purposes, the campaign is over — along with any opportunities to learn from the campaign and improve on the overall performance.

## The Solution

With our patent-pending **QSL2** SaaS platform, you'll have access to dashboards containing real-time metrics\* from your campaign, tools to impact ROI in real-time, and unique identifying information\*\*\* that will allow you to strengthen your ongoing campaigns — regardless of whether or not you originated the blast to the email list — all in one HTML.

**Real-time email metrics regardless of distribution origin**



**A/B testing and optimization\*\* regardless of distribution origin — all in one HTML**



**User information on opens, clicks, and conversions regardless of distribution origin**



**Controlled metric sharing with team members and clients**



**Easy to interpret and configure customizable charts**



For more information or to request a demo, please visit our website at: [QSL2.com](https://QSL2.com) or email us at [info@qsl2.com](mailto:info@qsl2.com).

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\* Real-time data refreshes every 1 - 5 minutes.

\*\* A/B available on images and links

\*\*\* Identifiable user information must be used in compliance with all laws related to Personally Identifiable Information (PII)

