

To: jeevacation@gmail.com[jeevacation@gmail.com]
From: Boomerang by Baydin
Sent: Tue 6/3/2014 1:22:37 PM
Subject: Introducing Boomerang Premium & New Features

Hello!

We're writing to let you know about the biggest update to Boomerang yet!

Over the past couple of years, you've sent us many feature requests that we wanted to address, but that we couldn't build due to infrastructure costs or limited development and support resources. Today, we're releasing several of those features as part of a new Boomerang plan - Boomerang Premium. But first...

Keyboard Shortcuts

Before we introduce the new plan, we'd like to announce that your most requested feature is now **available for users on all plans** -- Keyboard Shortcuts! To enable them, click the Boomerang menu in the top right corner of Gmail, choose Settings, and check the keyboard shortcuts box there.

After enabling keyboard shortcuts in Boomerang Settings, just press "b" while viewing a message to open the Boomerang menu. While composing a message, press CTRL/CMD S to open the Send Later menu. For more info on how they work, click the question mark next to the keyboard shortcuts option in the Boomerang Settings. We hope this will make using Boomerang even faster for those of you who prefer a keyboard-only email experience!

Now, onto the Premium Plan!

Boomerang Premium adds a collection of advanced features to the Boomerang experience. Here's a whirlwind tour of everything that the new plan includes.

The Boomerang Toolbox

As an email productivity company, we hear dozens of ways our customers wish email could work better every month! The Boomerang Toolbox is a library of powerful, customizable scripts that let us implement some of these great ideas in lightweight ways.

Here are a few of the scripts that the Toolbox contains today:

- Find and label all of the messages you've sent that haven't gotten a response in the past week.
- Set up a label that, when applied to an email, will make that email get Archived or Deleted after a few days. Combine this label with filters to automatically purge promotional email!
- Our Boomerang the Web script lets you easily schedule an email to remind you to come back to a webpage at a later date.

We'll be adding to the Toolbox on a regular basis, and Premium subscribers have a special page where they can suggest new ideas and help us prioritize.

[Get Toolbox](#)

Boomerang Everything You Send (By Default)

We sometimes find ourselves quietly cursing because we sent out a message without remembering to let Boomerang remind us about it later. As a Premium subscriber, you can now set up a default Boomerang configuration that will automatically apply to every message you send.

If you're sending out a bunch of emails, and you want all of them to come back to your Inbox if nobody responds after a week, set your options and start sending email. All your messages will be tracked!

You can also include read receipts in all your messages, and even set your messages to return if they go unread by default.

[Boomerang
Everything](#)

Premium Support

During business hours, premium support includes live chat with our friendly support staff. During non-business hours, or if you prefer email, Premium support requests will go through a separate channel so that we can respond as quickly as possible.

For existing users, you'll continue to receive the same quality of customer support, with every email receiving a response from one of our staff directly. Premium support is a way for us to make our customer support experience even better; standard support will remain awesome!

[Get Premium
Support](#)

Boomerang Insights

Learn more about how you use email, how it compares to others, and how to get even more from your Inbox. Boomerang Insights provides data about how you use Boomerang, actionable benchmarks, data feeds, and more!

Boomerang Insights is still under development as we explore which data is the most useful to

highlight.

Salesforce/CRM Integration

Soon, Boomerang will be able to automatically log any email you send, or any email you Boomerang when sending, into your CRM. Log your messages straight from your email, without painful data entry, all while keeping Gmail's interface fast and clean.

The integration will work with any CRM that provides a way to integrate with a bcc address - Salesforce, SugarCRM, Zoho, Highrise, Pipedrive, Capsule, and plenty of others.

CRM integration is currently being tested, so we'll have it ready for you soon. Stay tuned!

Limited Time Discount

Because of the high cost of server infrastructure (Boomerang Everything, Insights) and heavy support and maintenance requirements (Toolbox, Premium Support), these features are only available as part of our new Premium plan, which will cost \$49.99 per month.

However, if you sign up for Boomerang Premium **before Friday, you'll get a 40% discount for as long as you stay on the plan!**

Since we're still improving the Premium offering, and since you've already been part of the Boomerang journey, we're offering this temporary discount to make these features accessible to more of our customers.

[Get Premium
Discount
Now](#)

We're excited to be adding a wealth of new functionality to your email. We hope you will find these tools valuable!

Productively yours,

-The Baydin (Boomerang) Team

P.S. Got a new computer or a new browser and need to re-install Boomerang? Grab it here!

Our mailing address is:
Baydin Inc.
196A Castro St
Mountain View, CA 94041

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