01 / OWN PROJECTS & PRODUCTS

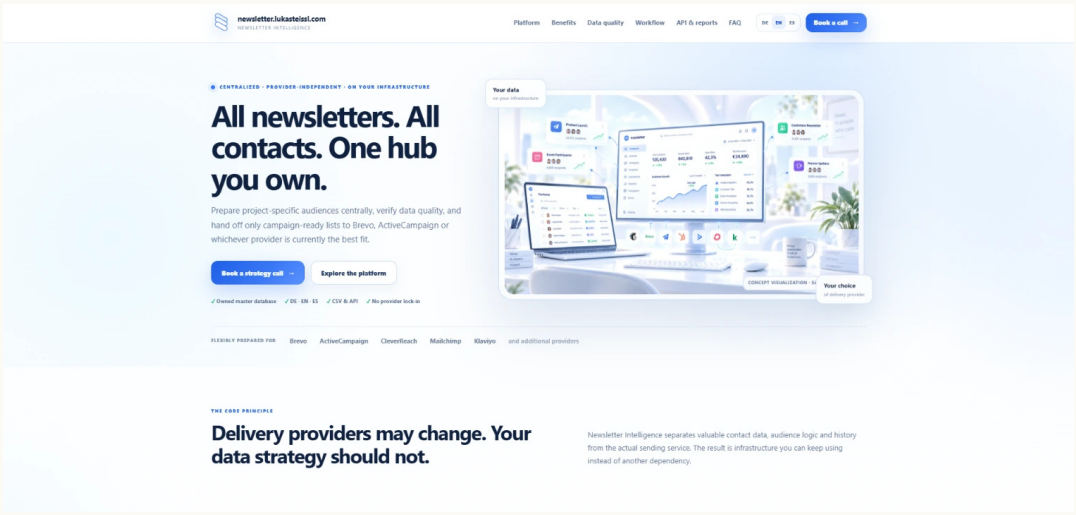
LT Newsletter Intelligence

Your contact data at the centre. Clear responsibilities for delivery.

View online

DOCUMENTED CONTRIBUTION

I developed LT Newsletter Intelligence as a dedicated newsletter CRM: contacts, lists, sources, consent records and data quality stay centrally organised. Campaign preparation and handover to delivery services are separate, illustrating software that treats data and processes together.



Desktop view · Supplied project screenshot · Original language: EN. Source language: EN.

AREAS OF WORK

Concept · Software development · User experience

Project overview

Newsletter Intelligence is my custom-built newsletter CRM and central control platform for email marketing. Contacts, audience lists, sources, double-opt-in evidence, data quality, campaign preparation and provider integrations are consolidated on your own server. Sending can be handed off to the most suitable external delivery service while the central data and process ownership remains under your control.

Task & objectives

A sustainable email workflow requires traceable recipient data and clear responsibilities. The task is to organise the contact base independently of individual sending tools and make it usable across projects without losing track of source and consent.

My contribution

I developed the central data and control layer for contacts and recipient lists. The scope includes importing, cleaning, quality checks and export preparation. Syntax, DNS/MX and duplicate checks support list maintenance. The architecture deliberately distinguishes contact organisation from the connected delivery service.

Features that support everyday work.

Sources and consent

Origin and double-opt-in records can be maintained alongside the contact base.

Data-quality checks

Syntax, DNS/MX and duplicate checks support list preparation without guaranteeing deliverability.

Delivery handover

Structured exports and suitable connections allow selected sending tools to be used.

Design & user experience

The interface separates contact maintenance, list creation and campaign preparation. This makes it clear which data is managed centrally and which tasks are passed to an external service. Quality indicators are treated as review signals rather than blanket confirmations of success.

Value of the solution

An organised contact base remains usable across campaigns and projects. It supports the separation of owned data from external delivery. Consent, provider configuration and delivery results remain separate operating requirements.

Could this approach work for your project?

Would you like to organise lists, sources and consent more effectively? We can map your data flows and develop a suitable structure between contact maintenance and delivery.

Further insights

Visit project website

Explore the project online →

Arrange an initial conversation →

All references online