



# TECHLORE

“Insider Tips to Make Your Business Run Faster, Easier and More Profitable”

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"As a business owner, you don't have time to waste on technical and operational issues. That's where we shine! Call us and put an end to your IT problems finally and forever!"  
-Jim Stackhouse  
NeoLore Networks

## How can Companies Benefit from Email Tracking?

Businesses and companies worldwide understand the monumental importance of email tracking. After all, it proves to be greatly advantageous for them. Some of the best benefits of email tracking solutions for companies (especially marketing firms) include:

### Identifies Prospects Easily

You can identify where a certain prospect is in the sales cycle very easily with email tracking. By tailoring email content in accordance with their preferences and choices, you make it more effectual to draw in targeted prospects.

Email tracking software also assists in segmenting prospects into various categories. Your marketing division can assign tags to your prospects and prioritize them based on lists and tags.

As a case to point, fully-fledged Customer Relationship Management software includes lead scoring. Valuable data from email tracking software gives you precious insights on whether prospects are opening emails and downloading attachments. It facilitates your team in segmenting prospects into different channels and focusing on sales-ready leads.

### Assists you in Creating Tailored Responses

Whenever a recipient opens your sent email, email tracking software provides you with automated notifications. You can make use of this information to create programmed responses for a certain category of emails.

Furthermore, once you get a notification about a prospect opening your email, you can leverage automation tools to assign a tailored response.

For example, say your lead is not opening emails that include a video attachment but leans towards emails that detail your company's services. By being aware of this important information, you can tailor a response with content that the lead expects and send follow-up emails to carry on with sales conversion.

### Helps you in Building an Email Marketing Tactic that Actually Delivers

To create an email marketing strategy that generates results, you require important information in hand. Email tracking provides you with valuable information. You can come up with content that fulfills your leads' preferences and requirements.



When you receive detailed delivery reports, you can comprehend what your leads require to carry on an ongoing sales conversation. This comprehensive information allows your company to determine your next tactic and keep a competitive edge. Without making decisions that are data-driven, your organization cannot grow. Fortunately, email tracking software provides precious insight and data to help you do so.

Gathering vital data from email tracking software facilitates your marketing and sales team in understanding when your prospects are opening emails, what content they expect, and what they click on. When you consider this critical information, your marketing team can construct an efficient email marketing strategy that generates splendid results.

### Conclusion

Overall, email tracking helps in better communication, assists you in collecting important information that enhances engagement, and gathers valuable insights into how exactly are your sent emails performing.



## Furbo Dog Camera

Furbo Dog Camera lets you see, talk, and toss treats to your dog from anywhere. Similar to the clicker training, Furbo makes a "clicking" sound before tossing a treat. It helps your dog establish a positive feeling towards Furbo. You can use treat tossing as a

distraction for situations like anxious pacing, licking or barking. You can also use treat tossing as a reward for when your dog stops pacing, licking or barking.

Get yours at [www.furbo.com](http://www.furbo.com)

## The Age of Wireless Phone Charging Is Here

A new era in wireless charging has begun. The Federal Communications Commission has certified what is called theWattUp transmitter. This is a truly groundbreaking technology that has massive potential to shape the smartphone charging's future. Several experts have predicted that this revolutionary tech may very well lead to a completely wireless future!

### WattUp Technology

WattUp (created by Energous) is a new and innovative version of wireless charging that can transfer power with or without establishing contact. By making use of RF (radio frequency), the energy transmits from transmitter to a receiver. The RF makes use of the 5.850–5.875 Gigahertz bands to transfer power.

The way this technology works is that a receiver turns the WattUp's Radio Frequency signal into Direct Current power. This power then charges up the device. This power transfer may occur from as far as 14 feet away or from a couple of millimetres away through contact. The users have complete control over the power.

By making use of either a web portal (cloud-based) or an app, you can control which devices receive power, when they receive it, and how much do they receive. The receiver and transmitter communicate by means of Bluetooth Low Energy. This enables the transmitter to transfer power to the point where it is not always required always to be on. A prime example of the benefit of the software is that it prioritizes

your smartphone during the early hours in the morning to make sure it is 100 percent charged before you leave for work/school.

### WattUp Receivers and Transmitters

The receivers are 3 millimetres x 3 millimetres (size). This allows their convenient integration in several products, such as remote controls and headphones. The transmitters as well are also quite small, in size enabling them to operate either by integration into other technologies like a soundbar or a monitor bezel or as a stand-alone device.

When you talk about the WattUp transmitters, these are basically divided into three broad groups: Far Field, Mid Field, and Near Field. Far-Field can operate up to 14 feet away, the Near Field transmitter

functions up to a distance of 10 cm, and the Mid Field transmitter (FCC certified) operates up to 3 feet away.

Although WattUp technology and wireless charging in the broad sense may concern individuals, regarding whether such a technology can lead to cancer or not, a lot of thorough research has been conducted that suggests otherwise. RF has been around for more than 100 years now, so there should not be any cause for concern.

### Bottom Line

Owing to this revolutionary wireless technology, we may soon be living in a world where your device simply begins to charge as soon as you step inside a room.

## How do Domain Name Servers Work?

DNS (Domain Name Servers) keep a directory of all domain names and translate them into IP (Internet Protocol) addresses. This is important owing to the fact that although domain names are easy for individuals to remember, computers access websites based on Internet Protocol addresses.

Information from all the DNS across the Internet is collected together and stored at the Central Registry. Internet Service Providers (ISP's) and Host companies interact with the Central Registry regularly to get updated Domain Name Server information.

When you type a web address; for instance, www.housing.com, your ISP views the DNS that is associated with the domain name, translates it into an IP address that is machine friendly and then directs your Internet connection to the right site.

When you update the DNS servers on your domain name or after you register a brand new domain name, it usually takes about 24 hours for the DNS globally to be updated and able to access the information.



## What is Technographic Segmentation?

A market research analysis tool, technographic segmentation, helps recognize and profile customers' behaviours and characteristics via the market segmentation process. In this, the user relies on technographics to segment, assess, and target companies within a particular market, much like the similar types of data "firmographics" and "demographics. For B2B (Business 2 Business) marketers, technographic segmentation can offer tremendous advantages. Technographic Business to Business data will provide you with firmographic profiles and personalizing targeted marketing tactics to clients' comprehending pain points.

## Boost Your Wifi

Do you get annoyed by weak WiFi signals? Downloading the Wifi Analyzer app is a splendid tech hack to boost the WiFi signal in the vicinity of your home.



If the WiFi at your home is slightly flakey, then it could be owing to the fact that you are receiving interference from your neighbour's WiFi signals overlapping with yours. The WiFi Analyzer app is the perfect panacea for this trouble. This application scans various frequencies and gives recommendations on the best channels to use on your network to prevent overlapping. As a result, you get improved and faster WiFi with no hassle involved.

## How does Phishing Work and How to Prevent it?

Phishing is a method that cyber hackers use to try to collect someone's personal information by making use of deceiving websites and emails.

The goal of phishing is to deceive the recipient of the email into believing that the email message is something they need or want— for example, a request from their bank or a message from someone in their organization — and to download an attachment or click a link attached in the email.

The most popular means of preventing is installing an Anti-Phishing Toolbar in your browser. Such toolbars run swift checks on the websites that you visit and compare these sites to lists of known and established phishing websites. The toolbar will alert you immediately if you come across a malicious website.



## Take the NeoLore Cyber Security Survey

Has your company done a Cyber Security Maturity Assessment within the last year? Do you have an I.T security policy in place? Do you know if you've been hacked or are leaking data?

If your answer was "no" or "I'm not sure" to any of those questions, your company may be at risk for a devastating cyber attack.

Get the NeoLore Networks Cyber Security eBook for Free!

### It Features

- Information on the various threats to your business
- NIST Security Framework
- CIS Controls
- Basic Controls

And More!

<https://neolore.com/cybersecurity>