

What is an autoresponder?

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Created On: 29 Sep 2007 01:37 PM

An autoresponder is a computer program that automatically returns a prewritten message to anyone who submits email to a particular Internet address, whether an individual or a Web site.

Autoresponders are widely used by Web sites for the purpose of responding to visitor comments and suggestions in a preliminary way and, in cases where traffic is heavy. This is an excellent way to upsell other products to your existing customer base.

[Find Guides and Tools for Autoresponders Here](#)