CMA
MARKETING

CMAil: Next Gen Email

Increase Open and Conversion Rates, Save Money

Our next generation email platform will not only increase the functionality of your emailing programme but will also improve the success rate of each campaign.

This is due to the innovative use of modern technology employed by our email solution partners, who are one of the world's largest providers of email programme applications.

If you need better functionality, better reporting, and better results from your email campaigns, you should be using CMAil.

Unlike Any Other

Our facility offers clients complete control of their e-mails and data lists, so they can create, send and monitor e-mails from any computer, at any time. Once the initial templates are created, it is simply a matter of dropping in the desired copy and images via a very user-friendly interface. CMA will provide any training you feel you (or any of your staff) require, as well as continuous support, both technical as well as guidance on how to improve your e-mail success rates.

Unlike other systems however, the main aim of the facility is not just to enable you to send templated e-mails to your data lists, but rather to ensure the greatest possible success for each e-mail campaign.

Key Features

A number of key features are included in the set up to ensure each campaign maximises the two key aspects of e-mail marketing: Open Rates and Conversion Rates. On average, users of the system have seen a minimum increase in open rates of 10%. As a result, some clients have managed to increase their sales by 150% simply through using this system and its features.

The system features include:

Feature	Benefit
Subject Line Tester	Tests subject headers on sample of mailing list and e-mails the remainder with the most successful subject header
Opens Over Time Traceability	Detailed analysis to track customer behaviour over time
Intelligent Time Sending (ITS)	Adjusts the sending of the e-mail to match the user's ideal time to open and respond to e-mails
Advanced Split Content Testing	Tests different copy elements on sample of mailing list and e-mails the remainder with the most successful piece of copy
Behavioural Reporting	Detailed analysis on customer behaviour, including Heat Map and By Device reporting
Event Automations	Automated e-mail sending at trigger dates relating to each person on the mailing list
URL Masking	Masking of send address, reply address and URLs to prevent being caught in spam filters
Two-way Google Analytics	Detailed analysis to track customer behaviour from e-mail onto website, through to conversion
Sign-Up Coding	Sign-up buttons will be provided for website and social media site, allowing people to sign up to e-mail lists automatically
Social Media Integration	Facility to post and track the e-mail onto social media sites, including monitoring responses
Geo-Location Mapping	See where in the world your readers are down to city level
Custom Fields Mapping	High-level personalisation
Template Manager	Utilise designed templates across campaigns
Data List Management	Total control on data lists and subscribers
Email Address Management	Manage multiple "from" addresses across campaigns
Goal Tracker	Set up and track goals and compare results against national averages

Extremely Cost-Effective

CMA can offer this facility extremely competitively to both new and existing clients, making significant cost savings on e-mail communications. We have created 3 packages to choose from depending on your needs and preference. For each package, a set-up fee of £750 applies in order to gain full access to the system, which will be specifically set up for your account, and includes 10,000 e-mail credits*. The three packages, each offered on a 3-month rolling contract basis, qualify for varying levels of support (Note: it is possible to switch between packages if desired):

The Do-It-Yourself Package:

After the initial training, technical and optimisation support is provided as and when required, and all e-mails will be created and managed by you. We can provide bespoke designed templates if desired for £500 per template, but this is entirely optional. Monthly Fee: **£75.00**

The With-a-Little-Help-from-My-Friend Package:

We will design and build a bespoke template for you and provide training as well as technical and optimisation support whenever needed. We will further produce (write, build, test, optimise and send) up to two promotional e-mails per month for you. Any additional emails are created and managed by you. Monthly Fee: **£400.00**

The Sit-Back-and-Relax Package:

We will design and build two different bespoke templates for you, and of course provide training and technical and optimisation support. Not that you will need much of this, as we will produce (write, build, test, optimise and send) up to four promotional e-mails per month for you, so the majority of your e-mail needs should be covered. Monthly Fee: **£750.00**

We further offer discounts on e-mail credits if bought in bulk, as per the price list below:

Quantity	Cost	Per Credit
10,000	£150.00	0.015
50,000	£700.00	0.014
100,000	£1,340.00	0.0134
200,000	£1,680.00	0.0084
300,000	£1,860.00	0.0062
400,000	£2,000.00	0.005
500,000	£2,200.00	0.0044
600,000	£2,040.00	0.0034
1,000,000	£3,000.00	0.003
2,000,000	£5,200.00	0.0026
6,000,000	£13,200.00	0.0022
10,000,000	£20,000.00	0.002

1 credit is used up per address, per email. The email credits do not expire and remain valid until used up.