

The NEW online

athemailerssystem

Create and send your own great looking, graphic e-mails and e-newsletters.



Create

- ✓ Library of templates to choose from (we can create as many as you want!)
- ✓ Suitable for HTML e-Mails and e-Newsletters.
- ✓ Simple, live preview, WYSIWYG editor to change the content of the e-mail.
- ✓ Easily add images and external weblinks.



Subscribers

- ✓ Easy import of your e-mail subscriber lists.
- ✓ Segment to create sub-lists.
- ✓ Auto Suppression Lists (to stop accidental mailing to unsubscribed clients).
- ✓ Auto-Unsubscribe functionality from your e-mail link.
- ✓ Export to Excel.



Send

- ✓ Send immediately, or choose a date and time.
- ✓ Custom from address (e.g. news@yourcompany.co.uk).
- ✓ Send to your whole list or just a segment.
- ✓ Send a Free test e-mail to yourself.



Reports

- ✓ Graphical representations of results.
- ✓ Open and Click tracking.
- ✓ Bounce and Unsubscribe Reports.
- ✓ Export reports to Excel.
- ✓ Compare reports from different campaigns.



Costs

NO CONTRACTS OR ONGOING COSTS – JUST PAY WHEN YOU USE THE SYSTEM!

- Templates – design and build from only £150.
- E-mail Send – each time you send out an e-mail there is a £12 charge.
- E-mail Recipients – for each e-mail address that you send to there is a charge of 1.5p (up to 5,000 recipients) and 1p from 5,001 to 50,000 recipients.



Optional Extras

- Google Analytics Integration.
- Custom Subscribe form for website.
- Custom Unsubscribe form for website.
- Custom Subscribe process to tell the form to go to a Thank You page on their website.
- Custom Unsubscribe process with or without email confirmation validation to tell the form to go to a Thank You page on their website.
- Add a Forward to a Friend link.
- Add an Edit Details link on email for recipients to edit their Name & Email Address etc.
- Add Personalisation to templates to pull in any fields from subscriber list database.
- API programming support – to plug subscriber database into client systems & even talk to the software to create campaigns dynamically.
- Managed Service for full set-up & send of campaigns.

N.B: Before you can send out an e-mail, you will need to confirm that all the recipients have Agreed/ Opted-in to receiving e-mails from you.

... a trouble halved limited ...celebrating 16 years in business
4 The Courtyard, Timothy's Bridge Road,
Stratford-upon-Avon, Warwickshire CV37 9NP
tel: 01789 201610 | fax: 01789 201619
e-mail: mail@athdesign.co.uk | www.athdesign.co.uk

