



Simple Email Marketing. Where you take control.



## Email Marketing & Communication service

Simple Email Marketing. Where you take control.  
<http://www.campaignplus.com.au> | [info@campaignplus.com.au](mailto:info@campaignplus.com.au)

A service of Binary Studio Pty Ltd - ABN 13 124 771 419



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## Introduction

**CampaignPlus** let's **you take control** of your email marketing and communication needs. Our web-based system allows your business to professionally send and manage all aspects of your email campaigns with easy to use authoring tools, automatic subscription management and advanced real-time reporting.

### **No software is needed**

Management of your account is via your web browser – with 24/7 access you can send campaigns and view reports anytime.

### **We offer a full service product**

If your looking for something a bit less hands on; let us handle some or all parts of your campaigns for you. With over 10 years online experience we can offer you professional:

- Strategy
- HTML Email & Invitation Design
- Flash Invitation Design
- Email Delivery
- Campaign Management
- Reporting
- Service and Support

It doesn't matter if your mailing list is small, large or if you're looking to start one from scratch, **CampaignPlus** has all the features you need without the complication.

For further info visit [CampaignPlus.com.au](http://CampaignPlus.com.au)



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## Create and send

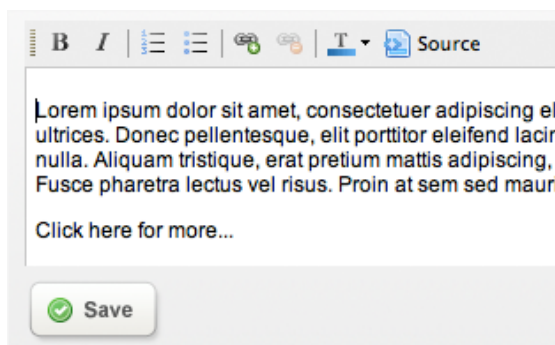
### Design and Template set-up

To start you off in the right direction we take care of the set-up and HTML by creating templates specifically to your needs. Whether you need one or many templates, our experienced production team will handle the task of producing outstanding designs and valid HTML templates tested for all the major email readers.

### Guided Service and Support

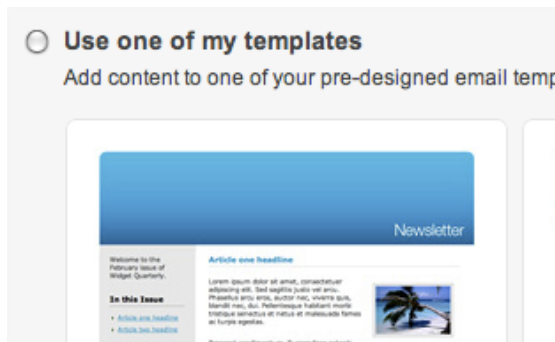
With our personal instruction you'll be adding your own content, selecting your recipients and sending your first campaign in no time – leaving you to create and send your own professional emails in-house. If you get stuck don't worry, help & support is only a phone call away.

## Key features



### Preview the email as you build it

Our live editor allows you to see your email as you build it. You can add your own text and images to your template and even change the order any items might appear. The moment you add your own content we'll automatically save a draft so you can come back and finish it later.



### Pick a template, any template

Have a template for media releases and another for the monthly newsletter - it's completely up to you. We can design as many templates as you need and you simply select the one you want to use and add your own text and images.



### Complete sender control

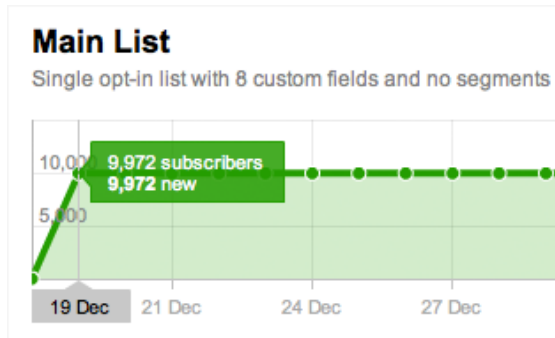
Use your own 'from name' and company email address. Customise the subject and which email address any replies should be forwarded to.

Once you're happy with your email, send yourself a test version to check it out. Then, send to your list immediately or schedule it for delivery at another time. This way you can build your campaigns in advance and schedule them for delivery tomorrow, next month or any time in between.

## Subscriber management

Managing subscribers shouldn't be a headache. Adding and removing subscribers takes seconds and we handle all the nasty stuff like bounces and unsubscribe requests for you automatically. You can even integrate a sign-up form into your existing website – simple. Advanced users you can create segments from their mailing list and send campaigns based on specific rules.

### Key features



#### List management made easy

Our interface is designed to help you get the most common things done fast. Adding a new subscriber, removing an old one and seeing new subscribers are only a click away.

**Correct formats:**

- ✓ John Smith, jsmith@yahoo.com
- ✓ jsmith@yahoo.com
- ✓ jsmith@yahoo.com, John Smith




**Incorrect formats:**

- ✗ John Smith (no email address)
- ✗ John Smith jsmith@yahoo.com (no comma)
- ✗ jsmith@yahoo.com, rb@msn.com (2 recipients on 1 line)

#### Simple import and export

Our importing tool walks you through the process of importing an existing list from almost any source. We automatically remove duplicates and even remember who unsubscribed and bounced - removing any risk of annoying your own subscribers.

**Capturing and processing**

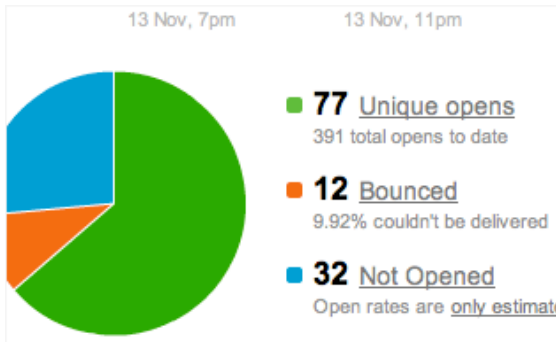
-  **Create a subscribe form**  
Add a subscribe form to your site.
-  **Customize subscribe process**  
Control landing pages, emails, etc.
-  **Unsubscribe settings**  
Manage the unsubscribe process.

#### Subscribe and unsubscribe forms

A great way of capturing new subscribers is through a subscribe form. With **CampaignPlus**, this is as easy as copying and pasting some code into your current web site. You can even customize any landing pages so the entire subscribe process stays on your own web site.

## Reports you can actually understand

Our simple reports make it easy for you to check out the numbers that matter. See who opened your email, who clicked a link and so much more. Our reports are updated in real time so you always know the latest.



### Simple campaign snapshots

All the important stats like how many recipients opened, how many clicked a link and how many unsubscribed are all viewable from our simple campaign snapshot. We've designed our reports so even those new to email marketing can evaluate the results of their campaigns.



### Who are my most interested subscribers?

Our opens over time report makes it so easy for you to see who opened their email and when. Check out how many times each recipient opened your campaign and find out who your most interested subscribers are. You can even drill down to a minute-by-minute stats for detailed responses.



**Links clicked by Jeanine** (JChialvo@...)  
Newsletter #1 - November 2008 - Sent 13 Nov 2008

Link (URL)
<a href="http://www.murrayfredericks.com.au/bulgari.asp">www.murrayfredericks.com.au/bulgari.asp</a>
<a href="http://www.murrayfredericks.com.au/currentexhibition-lake-eyre0">www.murrayfredericks.com.au/currentexhibition-lake-eyre0</a>
<a href="http://www.murrayfredericks.com.au/lilyfield.asp">www.murrayfredericks.com.au/lilyfield.asp</a>

### Who clicked a link?

Our link activity report makes it easy to see which links in your email were most popular, as well as which recipients clicked them.

This makes it so easy for you to identify what your recipients are interested in, as well as the opportunity to follow up on more qualified leads.



### Right down to the nitty gritty

Our recipient activity report lets you get down to some serious detail on your campaign. Easily see who opened, who clicked, who bounced and who unsubscribed.

You can even search for a specific subscriber to see exactly what they did with the email.

## Getting your emails delivered

There's nothing more frustrating than crafting the perfect email, sending off a big campaign and then ending up in your recipients spam folder. We go to great lengths to ensure you can rely us to get your emails delivered and have strict policies in place to deal with clients who send spam.

In short, we **don't** allow it.

Clients who cause disruption to our services through spam complaints can have their accounts suspended or closed permanently. We do this to ensure our good standing with local and international ISPs, without them we cannot run our service or get your emails delivered.

For more information on our spam policy visit: <http://www.campaignplus.com.au/anti-spam/>

### Our servers have been whitelisted

All of our delivery servers have been whitelisted by many of the larger ISP's, including AOL and Yahoo! Our servers are also integrated into the spam reporting systems for other large ISP's such as Hotmail and MSN. These arrangements ensure the best chance of your emails being delivered and also allow us to keep any sender not following best practice off our servers.



### We monitor blacklists daily

We monitor hundreds of the most common blacklists each and every day. If a server is ever listed (and it can happen to even the most well behaved permission-based email servers), we remove it from our delivery cluster immediately and resolve the issue on behalf of our customers.

### Unsubscribe links in every email

Every email sent must contain a single-click unsubscribe link allowing any subscribers to remove themselves quickly and easily.

## Rates

### Set-up & Template Design

Template Design + Set-up: **\$750\***

Set-up only: **\$350\*** (Client provides design)

\*Price per template

### Ongoing usage (Pay per use)

When you use CampaignPlus pricing is really very simple — you only pay when you send an email campaign to more than 5 people.

- No monthly costs
- Just a **flat delivery fee** of \$15, plus a **cost per recipient**.

We offer a tiered pricing system based on the size of your campaign, with discounts for volume usage. Please refer to the table below for a guide.

Campaign Size	Cost per Recipient
0 – 1000	<b>8c</b> per recipient
1,001 – 5,000	<b>7c</b> per recipient
5,001 – 10,000	<b>6c</b> per recipient
10,001 – 20,000	<b>5c</b> per recipient
> 20,000	P.O.A.

**Example:** If you sent an email campaign to **7000 people** your costs are:

**\$15 flat fee + (7000 × 5c = \$350)**

**Campaign total: \$365+GST**

### Support and Training

All clients get a **FREE 1 hour** one-on-one training session (subject to location) and **unlimited** ongoing phone support. Additional on-site training is available on request for \$120 per hour.

### Consultation / Full service

We offer a variety of services from Strategy & Design to entire Campaign Management for busy clients. If you would like to know more about these services please contact us.

**General Rate:** \$120 per hour

**Monthly service agreements:** P.O.A.



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## Contact us for a demo

If you have any questions, want a demo or need to discuss a solution for your business:

**Contact**  
**Mark Cracknell**  
**Director**

Phone: +61 2 8003 3018  
Email: [info@campaignplus.com.au](mailto:info@campaignplus.com.au)

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