

# DCMAIL

DELIVER BEAUTIFUL EMAILS



## WHAT IS DCMAIL?

DCMail is a web based tool for sending out email campaigns to an established email list. The benefits for using DCMail are:

- Emails are delivered in a graphical format that expresses your brand
- DCMail provides reporting functionality so you can measure the success of your marketing
- DCMail provides a tool to easily manage a list and/or sublists of contacts for targeted campaigns
- You are completely in control

## REPORTING & ANALYTICS

DCMail provides a comprehensive set of real-time reports allowing you to accurately measure the effectiveness of every campaign you send. Go beyond opens and link clicks and measure your campaign related sales, conversions and ROI.

The moment your campaign is sent you have access to a range of reports that show you exactly how your subscribers are interacting with it. See who is opening it, what parts of the campaign they are interested in, who forwarded it to a friend, unsubscribed, bounced out or even marked it as spam.

Our reporting makes it easy to zoom right down to the subscriber level and see a timeline of exactly what they did with your email.

Take this a step further and see your lifetime history with that person. Which

## DIFFERENT TYPES OF EMAIL MARKETING

### QUICK ANNOUNCEMENTS

A simple, brief announcement you might want to make informing customers of a special offer, a popular new product or quick fire sale. These types of emails are typically restricted to a single call-to-action and should be easy for the recipient to scan in a few seconds.

### EMAIL NEWSLETTERS

The primary purpose of an email newsletter is to build upon the relationship you have with your customers. Of course, this might (and should) indirectly result in an increase in sales, but the focus should be on providing relevant, useful content your subscribers might be interested in.

Often the content isn't directly related to your products either. For example, an online grocer might send a monthly newsletter featuring a few recipes, a story on the benefits of organic produce and a column with exercising tips.

Whatever kind of campaign you need DC can assist and advise.

### WHAT DOES IT COST?

Set up is free, drop us an email or call for a free account. When you are ready to send a campaign cost \$10 to initialise, then as little as 5 cents per address sent to. Pay when you send with your credit card.

Template design, testing and implementation is costed on a per client basis depending on requirements.

"I just love this product, I was able to get a special flyer out to clients in 15 minutes today and track results, very cost effectively. I'd definitely recommend it to others..."

Michelle Malcolm: Director Quay Travel

<http://www.quaytravel.co.nz>

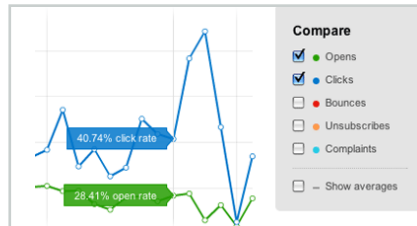
# DELIVER BEAUTIFUL EMAILS, MANAGE SUBSCRIBERS AND TRACK YOUR CAMPAIGN RESULTS, ALL FROM WITHIN YOUR BROWSER!



campaigns did they open, what links were they interested in, how many times have they forwarded your emails.

All this and more is at your fingertips for every subscriber in your account and is updated in real-time.

Statistics like open and click rates are useful for each campaign, but it's when you start comparing results over time the data really shines. By looking at trends, our compare campaigns report makes it easy to see exactly what is and isn't working in the emails you send.



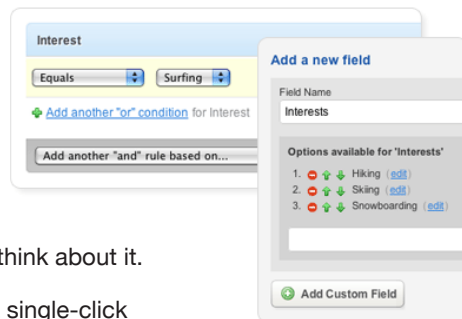
By comparing stats like opens, clicks, bounces, unsubscribes and even spam complaints, you can quickly see what content your subscribers find relevant, and just as importantly, what they don't.

## LIST MANAGEMENT

We take the pain out of list management by handling the messy stuff like bounces and unsubscribes automatically.

### NEVER TOUCH A SPREADSHEET AGAIN

DCMail handles all new signups, unsubscribes, bounces and spam complaints for you behind the scenes. Keep on the right side of spam laws without having to think about it.



Every email you send includes a single-click unsubscribe link and our preference centre feature lets you manage your own subscriptions.

Create as many different lists as you need. You only need to pay when sending a campaign, so list management is free.

### TARGET GROUPS OF SUBSCRIBERS: MAKE IT PERSONAL

You can extend your lists to capture anything and everything about your subscribers. Whether it's address, phone number or favourite lipstick. You can easily personalize your emails with any of the custom data you've captured.

You can build segments in your list that target a specific type of subscriber. These can be based on any subscriber demographics you've captured as well as past campaign activity, such as only those subscribers that opened the last 3 emails or clicked a specific link.

### CONTACT US NOW FOR A FREE ACCOUNT AND TO DISCUSS THE NEXT STEP...

## SPAM IS ILLEGAL IN NEW ZEALAND, THE USA AND CANADA

Sending emails without permission can not only land you in trouble, but possibly us too. You must be able to prove you received permission from everyone on your lists to contact them about the subject of your email.

### TYPES OF PERMISSION...

#### THEY OPTED IN VIA YOUR WEB SITE:

This could either be through a newsletter subscribe form or by ticking a checkbox on another form. This checkbox cannot be checked by default and it must clearly explain that checking it will mean you will be contacting them by email.

#### THEY COMPLETED AN OFFLINE FORM AND INDICATED THEY WANTED TO BE EMAILED:

If someone completes an offline form like a survey or enters a competition, you can only contact them if it was explained to them that they would be contacted by email AND they ticked a box indicating they would like to be contacted.

#### THEY GAVE YOU THEIR BUSINESS CARD:

If someone gives you their business card and you have explicitly asked for permission to add them to your list, you can contact them. If they dropped their business card in a fishbowl at a trade show, there must be a sign indicating they will be contacted by email about the specific topic.

### DOES NOT CONSTITUTE PERMISSION...

#### YOU OBTAINED THE EMAIL ADDRESSES FROM A THIRD PARTY:

Whether you purchased a list, were provided one by a partner or bought a bankrupt competitor's customer list, those people never gave YOU permission to email them and they will consider your email spam. No matter the claims of the source of this list, you cannot email them with DCMail.

#### YOU "COPY AND PASTED" THE

ADDRESSES FROM THE INTERNET: Just because people publish their email address doesn't mean they want to hear from you.