



Benefits

- Integrate your direct channels through one platform and one database
- Build, test and automate multichannel, multi-stage marketing campaigns
- Low cost of ownership
- Enforce brand guidelines across multiple channels
- Segment the database and dynamically tailor message content based on customer behaviour, interests and other attributes
- Quantify your subscribers' level of engagement
- Embeds email marketing best practice
- Industry-leading service and support
- Easy-to-use, easy-to-learn system
- Track response across multiple channels including social media sharing
- Capture customer data and segment your database

Introduction

Mailvivo integrates today's top 5 direct channels – email, web, social, SMS and direct mail – through one on-demand, multichannel marketing platform. Corporates, SMEs, charities, online retailers and agencies already employ Mailvivo's class-leading features to implement best practice, trackable email marketing. Now with targeted social media, SMS and direct mail communications as part of the mix, Mailvivo gives you more ways to communicate.

Easy-to-use and simple-to-learn, Mailvivo's non-technical system embeds best practice techniques derived from years of email marketing experience. Enforce corporate brand guidelines using lockable templates, pinpoint responsive customers with the Engagement Toolkit and use the comprehensive reporting and analytics to inform the next campaign. From automatically managing opt-outs to handling bounce-backs or collecting subscriber details to ensure legal compliance, Mailvivo runs marketing by the book.

Running automated multi-stage, multichannel campaigns doesn't require a massive investment. Our packages are built to suit everyone from novices to experts, and support is second-to-none. Just ask our customers.

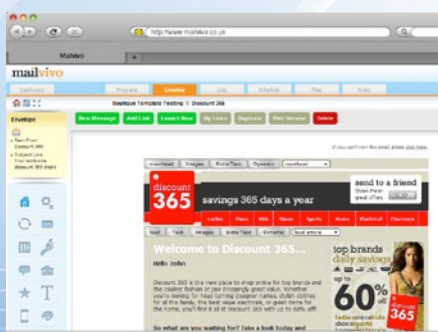
Email Tracking

Flexible, interactive, and tightly linked to web, mobile and social, email offers the highest return on investment of any direct marketing channel (40x, DMA). Mailvivo offers total email marketing control, from list import, campaign planning, real-time split testing and message delivery to setting the optimum send time for each individual email.

Sophisticated tracking and reporting shows clearly who opens, reads and acts on marketing communications, and what that action is. It's possible to segment and target customers by their interests, purchases, behaviour and other attributes. Mailvivo sets and enforces corporate brand guidelines using lockable message templates, while giving total flexibility to customise emails based on any information stored in the database or on the results of previous campaigns.

Email with Microsites

Personalised landing pages with tailored content do your selling for you. By automating microsite creation based on individual profile and product affinity data, Mailvivo maximises sales conversions as well as removing the need for manual page design. Use microsites to help qualify responders by offering a registration form, turn them into immediate buyers with targeted propositions or reactivate lapsed subscribers by sending microsite links via offline channels. With Mailvivo, you can build and evaluate multiple microsites, then select the best performer using its real-time testing tools.





Features

- Engagement score quantifies brand involvement
- Time-based email sending
- Advanced campaign testing
- Full Outlook integration including email tracking
- Rock-solid MySQL database platform
- Sophisticated real-time reporting
- Build and host survey forms
- Editable template library
- Manage email database segments dynamically – if customer behaviour changes, so does the segmentation
- Create robust and repeatable marketing processes
- Built-in HTML editor

Social Media Tracking

Facebook has 600 million members, with half of them online at any one time. Twitter has 175 million members. Do you want to engage with them? Mailvivo tightly integrates email marketing with social media: with one click, your subscribers can share content with their friends on Facebook, Twitter, blogs and discussion groups. Mailvivo tracks how many pick that content up, if they respond and if they also share with their own friends – then reports the totals to you. And with Mailvivo, customers can share content from their landing pages, not just from their emails. This way, email content can be optimised for the individual and page content for a wider audience, increasing the rate of response from both.

SMS and Direct Mail

Say goodbye to channel silos: Mailvivo brings SMS and direct mail into the heart of your marketing. Upload direct mail creative, then run mailings from Mailvivo as a standalone campaign or in step with the rest of your channels. Select target mailing lists from Mailvivo's contact database and even send mailers for printing using our online service – all from inside Mailvivo.

Using the integrated campaign planning tools, direct mail can be supported by follow-up emails or SMS reminders. Build email lists through SMS competitions or reactivate email non-responders by incorporating links to personalised microsites in texts or mailings. Mailvivo's multichannel capability gives you more communication options.

Service Differentiators

Successful digital marketing depends on a partnership between people that understand each other. Our product improvements are driven by our customers' needs, just as our commitment to real service and support means talking to a qualified personal consultant – not fobbing you off with FAQs and discussion groups.

We combine quick, reactive help with proactive support, reaching out to our clients with helpful advice. All new clients start with a one-to-one consultation with a trained advisor so they can exploit Mailvivo's full capabilities from day one.

Choose between a managed service where we take care of all or any part of your marketing work, or run everything yourself via the Mailvivo on-demand platform. In our most recent survey, 84% of customers rated our service as "Great!" with a further 11% saying, "It is the best they've used".

Our pricing model is all about meeting our clients' needs too. We offer low cost, flat-rate monthly pricing for smaller businesses and per-send with unlimited contacts for larger organisations. Simple no-contract monthly, quarterly or yearly pricing plans plus flexible payment method options give our customers a solution on their terms.

For more information, to arrange a demo or meeting please contact Mark Gooding on: **+44 (0)1372 824 229** or via email: **mark@mailvivo.co.uk**



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