

3mail Price List 2008

License Fee	£95	£295	£695	£995
	Lite	Standard	Professional	Enterprise
Data Management				
Number of contact records in database	500 limit	5000 limit	Unlimited	Unlimited
Historical access to reports and campaigns - number of months stored	6	12	24	60
Automatic bounce handling	✓	✓	✓	✓
Data cleanse and de lupe on upload	✓	✓	✓	✓
Amend contact details on-screen, or re-import to refresh the data	✓	✓	✓	✓
Advanced 'sign up' feature - create advanced web sign-up forms at the click of a mouse to opt contacts into multiple address books and to collect/append valuable additional data fields	✓	✓	✓	✓
Suppression list management - bulk import all unsubscribes	✓	✓	✓	✓
Number of mailing lists / address books	lists	5	Unlimited	Unlimited
Number of customisable data fields (in addition to 5 default variables)	1	5	10	Unlimited
Custom adjustable hard and soft bounce management thresholds	fixed	fixed	✓	✓
Expert soft and hard bounces and unsubscribes by date range, campaign or total amount		✓	✓	✓
API to connect 3mail to your back data system refreshing the data with all unsubscribes, soft and hard bounces.			✓	✓
Domain suppression			✓	✓
Data integrity scoring			✓	✓
API connectors to integrate 3mail with third party applications (eg. your CRM system)				✓
Third Party App integration, allowing you to use 3mail within a third party platform				✓
Segmentation Query Builder (including queries by contact history data), updated in real time				✓
Mappable data, on import				✓
Geomap segmentation (coming soon)				✓
Create				
Easily create your campaigns using "Point and Click" technology	✓	✓	✓	✓
Built in Spam Assassin spam checker	✓	✓	✓	✓
Personalise your email content at the touch of a button	✓	✓	✓	✓
Add external web links to your email at the touch of a button	✓	✓	✓	✓
'Refer A Friend' link	✓	✓	✓	✓
WYSIWYG editor	✓	✓	✓	✓
Number of personalisable fields (in addition to 5 default variables)	1	5	10	Unlimited
Template library, including 12 simple to edit HTML templates	✓	✓	✓	✓
Template library including over 100 free, professionally designed generic templates		✓	✓	✓
Easily upload your design templates into 3mail		✓	✓	✓
'Add to social networks' link			✓	✓
Dynamic Content			✓	✓
Advanced spam checker with breakdown by desktop client, server and gateway firewalls (usage charge applies)			✓	✓
Easy image-resizing tool			✓	✓
Personalised preview			✓	✓
Survey Builder - Easy online survey building, with automatic population of response data into your 3mail lists (monthly charge applies)				✓
Microsite Builder - for quick and easy creation of dedicated landing pages for your email campaigns*				✓
Document Linker - link to and launch PDFs, and any other documents, directly from your marketing emails, in one quick step				✓

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Test				
Free, unlimited test sends	✓	✓	✓	✓
Inbox Preview (usage charge applies)			✓	✓
Subject line split testing				✓
Email content split testing (coming soon)				✓
'Friendly from address' split testing (coming soon)				✓
Send				
Multipart delivery	✓	✓	✓	✓
Schedule campaigns to be sent in the future	✓	✓	✓	✓
Triggered emails following web form submission		✓	✓	✓
Send from your companydomain.com (set up charge applies)		✓	✓	✓
Generic, account-wide auto responder for all email replies			✓	✓
Auto responder for email replies, customisable by campaign				✓
Outbox, with campaign 'pause' button				✓
Triggered emails based on recipient action (coming soon)				✓
Custom even triggered emails (eg. Upsell email sent automatically to any customer who orders product A, or who's Birthday it is)				✓
Series triggered emails (eg. 4-stage subscription renewal programme)				✓
Reporting				
Graphical representations of your results	✓	✓	✓	✓
Delivered and open rates	✓	✓	✓	✓
Links clicked - by link name and URL	✓	✓	✓	✓
Forwards	✓	✓	✓	✓
Replies	✓	✓	✓	✓
Bounces and unsubscribes	✓	✓	✓	✓
Drill down to individual recipients		✓	✓	✓
Overlay, hotspot report		✓	✓	✓
Print out board room-ready reports		✓	✓	✓
Unlimited export of the reporting stats		✓	✓	✓
Generate "Hot Prospects" reports to further target your lists		✓	✓	✓
Filter results by Link Name to generate follow-up campaign lists		✓	✓	✓
Social network bookmark views			✓	✓
Compare reports from different campaigns			✓	✓
Schedule report update, emailed to up to 5 colleagues per campaign			✓	✓
Automatic list/address book generation for follow-up campaigns based on filtered results			✓	✓
Website page and path tracking			✓	✓
ROI tracking from email to website conversion, by numerical and alpha codes			✓	✓
Report by top 10 domains			✓	✓
One-click Google Analytics tracking code tool			✓	✓
Geomap of results (coming soon)				✓
Contact history reporting				✓

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Support				
Online and FAQ help	✓	✓	✓	✓
Free unlimited Email support		✓	✓	✓
Free telephone support		for first 30 days*	✓	✓
Dedicated Account Manager who knows your business			✓	✓
Account Management				
Number of licensed users	1	3	10	Unlimited
User permissions management			✓	✓
Hierarchical Parent and Child accounts (Chargeable per Child Account)			✓	✓

*Ongoing telephone support available to 3mail standard clients, at £35 p.m.

Monthly Usage Price Plan

Number of emails from	To	Value Plan monthly charge (12 month contract)	Pay Per Send cost and additional cost per email over price bracket on a Value Plan
0	2000	£60	3.5 pence**
2001	5000	£90	3 pence
5001	10,000	£175	2.5 pence
10,001	15,000	£225	2.25 pence
15,001	20,000	£250	1.75 pence
20,001	30,000	£275	1.5 pence
30,001	40,000	£300	1.35 pence
40,001	50,000	£325	1.25 pence
50,001	75,000	£425	1 pence
75,001	100,000	£525	1 pence
100,001	150,000	£695	0.8 pence
150,001	200,000	£795	0.7 pence
200,001	300,000	£999	0.6 pence
300,001	500,000	£1050	0.5 pence
500,001	and over	contact us	

*Enterprise accounts are subject to a minimum monthly charge of £149 during months when email campaigns are sent, which includes the first 10,000 emails sent.

** The minimum invoice total for Pay for Send is £49 applicable to the Standard and Professional accounts. (The minimum £49 invoice total is only charged on the months that you send a campaign.)

How it Works

Check the usage price plan, and choose from our 'Value Plan' - a fixed monthly price for a bundle of email sends, or our "Pay Per Send" plan if your campaigns fluctuate or are ad hoc.

Your account will be set up immediately once payment has been received or authorised.

3mail Lite Monthly Usage and Pricing Plan

Fixed fee of £30 per month to send as many campaigns as you like to a single database of up to 500 contacts (usage charge payable in advance)**

**Fair use policy applies

All prices shown are correct at time of print and subject to change. November 2008.

Our Additional Email Marketing Products and Services

Inbox Preview (including advanced spam checker)	£10 per use
Survey Builder (For 12 months contract. Flat fee applies regardless of usage)	£19.95 per month
Custom 'from address' activation Either self-service or managed service. Managed service includes domain registration, hosting, support, authentication and first POP3	£250
Additional POP3 account set up	£50
Child Accounts	£150 each
Custom unsubscribe form	£250
Custom tell a friend form	£250
Tracking URL information	£50
Corporate Management Console Providing cost centre analysis, unlimited child accounts by account type and permissions. (Available with Enterprise package only)	£1000
Dedicated IP address, warmed with good reputation	£1000 per annum

3mail User Training

Telephone training	£195 per hour
1/2 day training at 3mail offices*	£550
1/2 day training at your site (within the M25)*	£725 (plus travel costs)
1/2 day training at your site (within UK/Europe)*	£995 (plus travel costs)

**maximum of 6 persons*

Email Template Design

Personalised Take one of our templates and have it customised with your logo, hex colours and contact details	£395
Bespoke 1 revision, design & build* Amends chargeable at standard agency rates	£795

API Programming Support Eg. Adding an Address Book; Adding or Removing an Address; Emptying an Address Book; Get User Data; Updating a User's Data; Get Address Books; Sending a Campaign: Form API; Retrieve Unsubscribe Information	£150 per hour
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Additional Bespoke Agency Services Projects are quoted in advance where possible. This might include; Data upload - includes cleaning and de-duping, Unsubscribe reports and Data reports - includes actionable reports of click-throughs and Template Import.	£95 per hour
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Managed Service Options

If you simply haven't got the time or resources to handle your campaigns in-house, we offer a range of managed service solutions from Basic: sending and managing responses; to Advanced: developing the marketing strategy, creating the campaign, sending and managing the responses. Please ask your account manager about our Managed Service Options

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