

# Email and SMS marketing has never been easier.



Design, deliver and track Email newsletters and SMS communications from one delivery platform!



Manage and grow your Email and SMS lists on one integrated platform. We handle all sign ups, unsubscribes, bounces and complaints automatically.



Analyse and improve campaign results with our powerful reporting tools. Track reads and clicks and use our live maps to see where your subscribers are.



Use our simple tools to design your own professional emails or start with one of our pre-designed Email templates.



We allow sending of attachments. Send additional information such as price lists and brochures with your bulk Email communications.



Increase your email delivery rates with our fast and reliable email delivery engine. We ensure your message gets through to the inbox.



Waxed Media will design and upload a customised template into your Waxed Mailer account.

Quotation will be provide on request

## Reporting: Get great insights about your Contacts

Do you know where your contacts are located?

Waxed Mailer includes geo-location reporting. You can view this via a map and determine where your contacts are located, nationally and internationally. Clients with specific products and/services might be pleasantly surprised that most of their readers are situated in Cape Town, even though the clients reside in Johannesburg. Important insights like these might open up doors for further business expansion.

It is in the detail...

Waxed Mailer gives you detailed reporting on each message sent. Analytics is important to all marketers as not only does it give you a read or click rate, it drills deeper and tells you exactly who read your message, on which date and at what time, allowing you to see which product link is more popular, for example. We even supply you with detailed bounce report information. You will be pleasantly surprised to see the amount of detail within the Waxed Mailer reporting feature. Accessing reports has never been this exciting.

Determine trends

With Waxed Mailer's list reporting you can easily see trends within your Email and SMS campaigns. Certain messages might have higher read rates than others. Determine what triggered the sudden increase or decrease in read rates. Maybe it was the subject line, the date and time it was sent or the content of the message? Certain messages might have more unsubscribes and you might want to revisit the content and relevancy of that particular Email communication. Discover powerful insights into your Email and Mobile lists.

## Costings

All packages are subject to a once off R 500.00 account creation and setup fee. (1st user account included)

R100 per month database and statistics hosting fee.

Extra user accounts are charged @ R250.00 per user.

## Email Sending Fees

No of Emails	Standard	Embedded Images	Attachments	Full Package
500	R 100.00	R 115.00	R 135.00	R 145.00
1,000	R 123.00	R 141.50	R 159.90	R 178.40
2,500	R 187.00	R 215.00	R 243.00	R 271.25
5,000	R 340.00	R 391.00	R 442.00	R 493.00
10,000	R 525.00	R 604.00	R 682.50	R 761.00
15,000	R 720.00	R 828.00	R 936.00	R 1,044.00
20,000	R 898.00	R 1,032.13	R 1,166.75	R 1,302.00
25,000	R 1,075.00	R 1,236.25	R 1,397.50	R 1,558.75
30,000	R 1,197.50	R 1,377.13	R 1,556.75	R 1,737.00
35,000	R 1,320.00	R 1,518.00	R 1,716.00	R 1,914.50
40,000	R 1,452.00	R 1,669.80	R 1,887.60	R 2,105.40
45,000	R 1,597.20	R 1,836.78	R 2,076.36	R 2,317.50
50,000	R 1,700.00	R 1,955.00	R 2,210.00	R 2,465.00
75,000	R 2,600.00	R 2,990.00	R 3,380.00	R 3,770.00
100,000	R 3,350.00	R 3,852.50	R 4,355.00	R 4,857.50

## Sending Details

The standard account option does not include embedded images or allow for adding of attachments to the e-mails. The images will be placed on the web server and it is at the end users discretion whether or not to view them.

The embedded images option embeds your images in the e-mail, ensuring that they are always viewed by your intended audience.

The attachments option allows you to add any attachment that would normally be attached to an e-mail. For example, you could create an e-mail about an event, and attach a sign-up sheet. Images are not embedded in this package.

The full package option allows you to send e-mails that have both embedded images and e-mail attachments, allowing you to get the best results of the design and marketing of the sent materials.

## SMS Sending Fees

No of SMS	Cost per SMS
1-999	30 cents
1,000	29 cents
2000	28 cents
5,000	27 cents