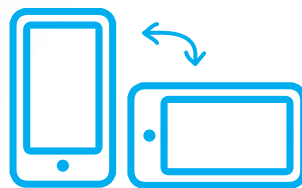


mailplus marcom mailer

EASY TO USE SOFTWARE FOR PROFESSIONAL EMAILMARKETING



 **mailplus**

EASY TO USE SOFTWARE

We believe in the power of simplicity. While other service providers seek to add as many features as they possibly can, we prefer to focus on the features that really matter to you, making them as convenient as can be. That is why, for many years now, marketers have favoured the exceptional user-friendliness of MailPlus.

Made by and for marketers

Marketers make up our product management team. Our team understands how marketing departments work, and are familiar with the day-to-day challenges such a department will face. Using this knowledge, they will accurately transform each new impulse into a sensible feature with a great design.

MailPlus
ideas forum



By
and for
marketers

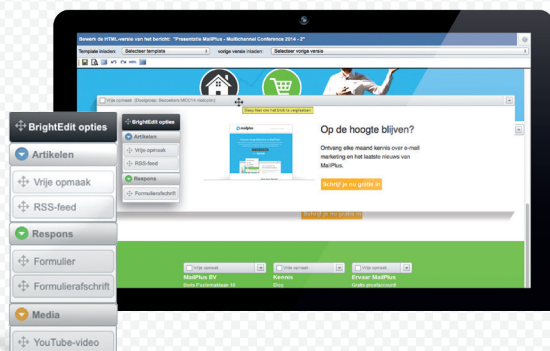
User-driven product development

Every MailPlus user can use the MailPlus forum to submit development ideas. All users can subsequently vote for these ideas. We will develop the best and most popular ideas as new features to be included in MailPlus.

2700+ customers favour the user-friendliness of MailPlus

Top-rated feature: the editors

Our users rate the Mailplus drag-and-drop-editors as exceptionally convenient and easy to use. No service can beat the unparalleled ease with which you can construct emails, landing pages, and webforms.



OUR CUSTOMER SERVICE MAKES THE DIFFERENCE

However convenient a software solution may be, this alone is not the key to success. Every now and then you will require support, and in this area MailPlus stands head and shoulders above the rest. We have a large support team, provide practical hands-on product training, and offer an extensive knowledge base.

Our product experts are ready to help you



Support from product experts

The MailPlus support team consists of people who know absolutely everything about MailPlus. Our product experts possess the knowledge to solve any problem you may encounter. A very helpful service, especially if you have a deadline to meet and need to launch your email

campaign as soon as possible. Our team of experts is large and ready to help you on the spot. You will never have to deal with a customer queue or a ticket system. Instead, we will put you through to someone who can help you right away.

Team members Online education

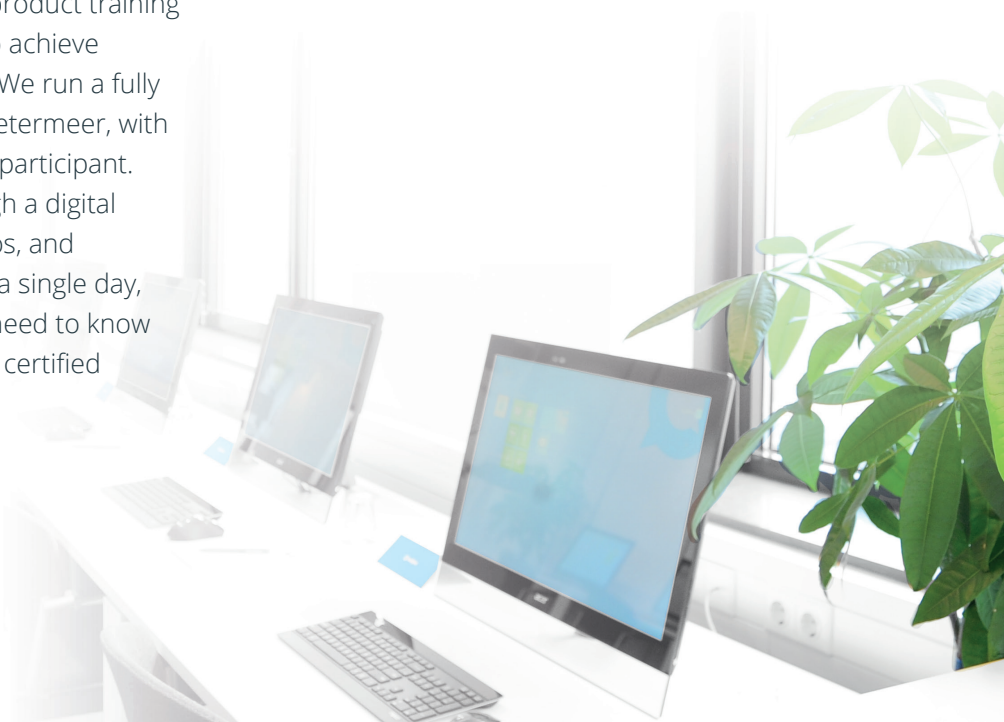


Knowledge Base for online education

You can also find help directly in the Knowledge Base contained within the MailPlus application. Here you will find tools including manuals, step-by-step instructions, and videos covering every feature included in MailPlus. The Knowledge Base is where our online education team provides you with every skill you need to carry out successful email marketing with MailPlus.

Practical product training

We provide various practical product training sessions to teach our users to achieve optimal results with MailPlus. We run a fully outfitted training centre in Zoetermeer, with plenty of desk space for each participant. A trainer will guide you through a digital course book, instruction videos, and practical assignments. Within a single day, you will learn everything you need to know about MailPlus and become a certified MailPlus user.



PROFESSIONAL EMAIL MARKETING

Successful email marketing is more than just sending out your email newsletters. MailPlus offers an extensive range of applications to facilitate communication with your subscribers. In addition, MailPlus Marcom Mailer also helps you optimise your performance.

MailPlus Marcom is more than just an email tool

Aside from creating and sending emails, you can also generate conversion-oriented landing pages for recipients who click through. You can also create online forms, allowing people to register for an event, for example. Follow-up emails, document links, and even text message communications are all included as standard features in MailPlus.



High returns

Mailplus aims to achieve the best results. The features listed below increase the efficiency of your email marketing activities:

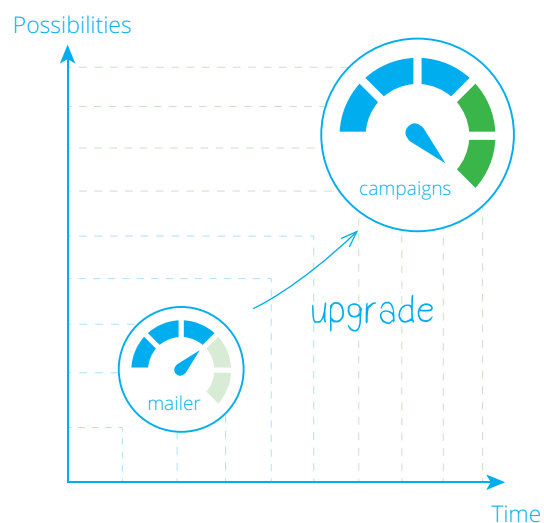


- ✓ Automatic A/B Split test
- ✓ Responsive templates
- ✓ Content for each interest
- ✓ Top delivery of your emails (4 billion mails have been send)
- ✓ Various database compilation options

Developing fully integrated and automated email marketing is easy

Upgrade from MailPlus Mailer to Mailplus Campaigns

Once you experience the successes of email marketing, you will likely want to take your campaigns to the next level. The next logical step up from email marketing is email marketing automation. It is therefore useful to know that you can easily upgrade your Mailer-licence to a Campaigns-licence. This will allow you to implement event-driven email marketing. Your data, campaigns, and reports will, of course, remain fully available.



MANAGE CONTACTS

A relevant and personal approach is an essential element of successful email marketing. In order to engage with your subscribers in a relevant and personal manner, you will need segmentation and personalisation fields. Therefore, you can fully customise your MailPlus database to meet all your goals.

Subscribers manage their own profile

MailPlus offers the following standard service pages: subscribe, unsubscribe, and edit profile. These service pages are fully designed to match your organisation's corporate identity. As soon as a contact edits their personal data, the changes will be automatically updated in MailPlus.

Comply with Dutch law

Thanks to the automated unsubscribe and bounce processing, your email marketing will always comply with Dutch legislation without any effort on your part.

Designate subscriber groups

Group together any potential target audience of subscribers based on the input fields in your contact database or their response to your mailings (i.e. opens and click-throughs). You can edit these groups whenever your aims and subscriber groups change.

Dynamic subscriber groups

The groups of subscribers you designate are dynamic. Every time you send a mailing, the subscriber group is reconfigured. You can create as many dynamic subscriber groups as you like.

Total image per customer

For each contact, MailPlus stores every interaction with your communications. This information is noted on the individual customer cards.

Sign up form with welcome message

MailPlus comes with a custom registration form. You can personally edit the accompanying welcome email - designed according to your corporate identity - for the ideal start to your relationship with new subscribers.



Sign up form with welcome mail

Expand your contact database

You can expand your contact database at any given moment, adding extra fields for segmentation or personalisation.

Easy to import and export

You can add files to your contact database using the import wizard. This feature provides extensive feedback regarding the imported file and will email you a report. In addition, you can also easily export all data from MailPlus. You can, for instance, export the full file, or a mailing's unique click-throughs. With MailPlus, exporting data to your CRM system is easy.



Increase your success rate by linking MailPlus to your CRM system

For many companies, the CRM system (Customer Relationship Management) is the central source of all customer data. MailPlus can be linked to your CRM system. This can be done through periodic synchronisation, or even through a real-time connection. Various CRM connectors are available to make integration as simple as possible.

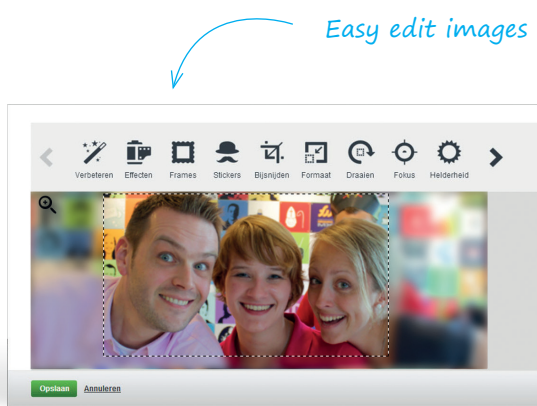


CREATING MESSAGES AND LANDING PAGES

Creating professional emails, text messages, and web pages is easy with MailPlus. Because professional communication is about more than just emails. The possibility to communicate across a variety of platforms is what makes MailPlus the number one choice among marketing and communication professionals.

Use templates to work quickly

Templates are the foundation of your emails and web pages. They include your logo, your colour scheme and layout, leaving you free to focus fully on the content. Needless to say, you can always choose to deviate from the templates and use your own HTML.



Never lose any of your work

The auto-save feature makes sure that your work is never lost. Your progress is automatically saved every five minutes. You can load an earlier version of your message at any given time and continue editing from there.

Learn from your communication

By making use of trackable links, you can find out which content matches your recipients best. This allows you to enhance the relevance of your communications time and time again. The seamless integration with Google Analytics provides extra insight.

Add and manage images

You can use the Image Manager to add and edit images for optimal use in your emails and on your web pages.

Send mailings via text

MailPlus also allows you to communicate via text messages. You'll never have to bother with complex mail merges again! Simply send all your communications through a single application.

Social media integration

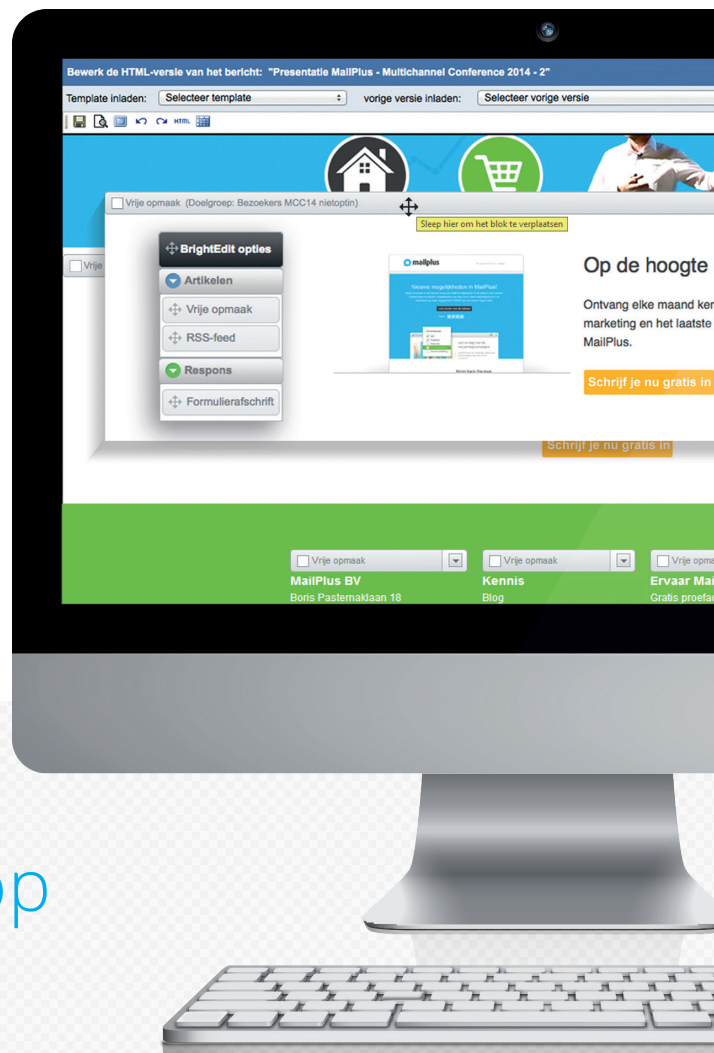
Allow your recipients to share links from your mailing with their social network, via platforms such as Twitter, Facebook, Google+ and LinkedIn.

Personalize messages

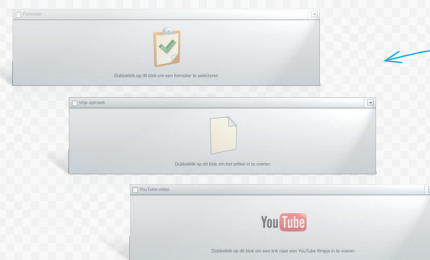
A dialog box titled "Personalisatieveld invoegen" with a close button (x). It contains three fields: "Type" with a dropdown menu set to "Personalisatie veld", "Personalisatie veld" with a dropdown menu set to "Voornaam", and "Alternatieve waarde" with an empty text input field. At the bottom are "Ok" and "Annuleren" buttons.

Communicate with people

You can easily personalise your emails using the data from your contact database. When you send a message, MailPlus personalises each email based on the contact fields you have added. You can even apply personalisation to the subject line of your message.



BrightEdit©: Easily Drag-and-drop



Construct your pages quickly and easily with content blocks in BrightEdit©

BrightEdit© is a unique editor based on modern web technology that allows you to create emails (and landing pages) with ease. The smart content blocks and extensive drag-and-drop feature allow for quick and flexible use. The result is a series of gorgeous newsletters and action mails that will stand out in your recipients' inbox.

COLLECTING CUSTOMER DATA WITH WEB FORMS

Using online forms you can, for instance, create a landing page containing a registration form for your seminars and neatly collect all the registrations in your contact database. The MailPlus Page Manager and Form Manager will lend even more marketing power to your organisation or department!

One solution

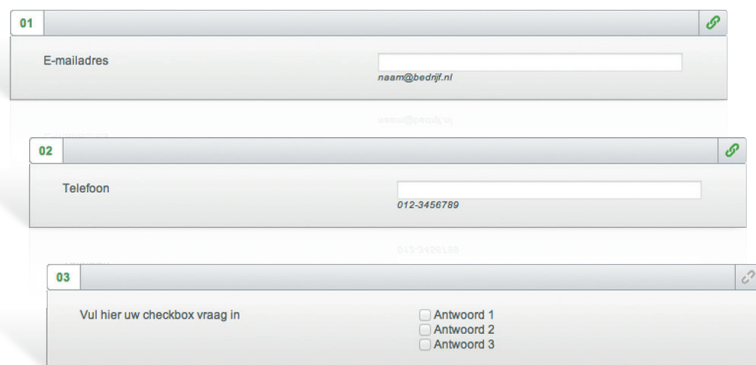
Create your landing pages and webforms in a single MailPlus surrounding. The information you collect is stored in your own database and is always available whenever you need to access it.

Professional email confirmations

Send professional confirmations via emails designed to match your corporate identity. MailPlus also offers the option of sending an order notification to you or your team.

Create webpages

Use the Page Manager to create landing pages or even an entire promotional (DM) website. It goes without saying that you can personalise these pages using the data from your contact database. In this instance, you will again be using our unique BrightEdit© editor to create pages quickly and easily.

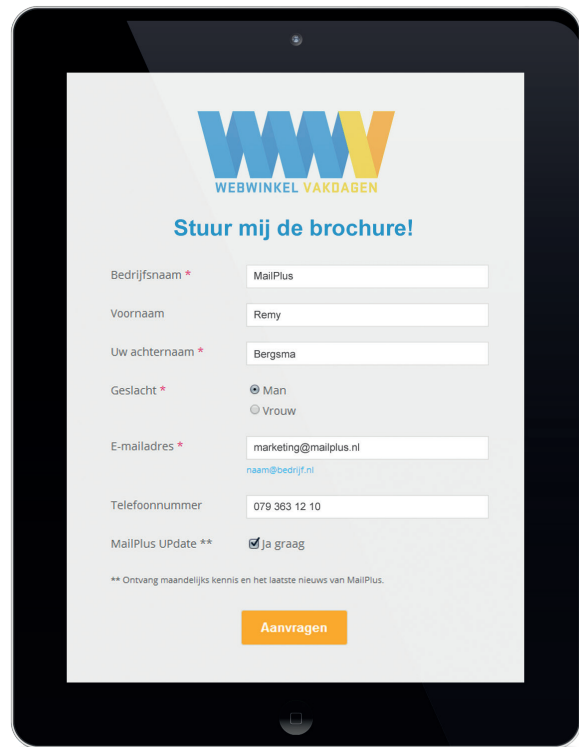


Webforms that generate conversion

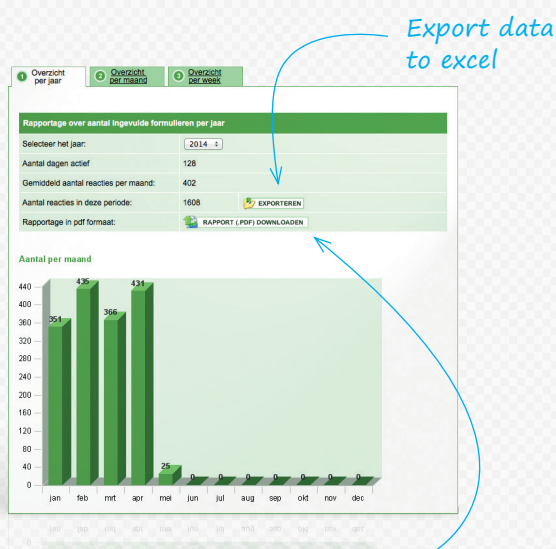
Create your own online forms with the smart Form Editor. Determine which fields your form should contain, and which of those fields are mandatory. The Form Manager will ensure that the data input is correct and that the information is passed on securely. You can implement webforms on your own website, or on a webpage you've created using the Page Manager.

Fill in contact details automatically

Since MailPlus is a single integrated marketing platform, contact data that is already known is filled in automatically. This means that the recipient does not have to fill in all their details by hand. Only information that you do not yet possess for this contact will need to be filled in. The fewer fields a recipient has to fill in, the higher the conversion rate.



View reports at any given time and at an individual level



Export data to excel

Download a comprehensible PDF

Real-time reports of the response

Monitor the performance of your webforms in real-time. For instance, MailPlus can show you exactly how the registration for your workshop is progressing. You can view the reports at any given time and down to the individual level, or you can download the full PDF.

Export response data to Excel

MailPlus easily allows you to export all response data to different formats. Export files manually or via automated links. This way, you can use the data in other business processes and/or systems as well.

SEND EMAILS THE SMART WAY

You can send your emails using the Mailing Manager. In addition, you will also find the overview of all your sent mailings in the Mailing Manager, as well as an extensive set of optimisation and testing options for your newsletter.

Contact list selection with one click

You can select any temporary list or subset of subscribers within your contact database with a single click. All you have to do next is choose a message and hit send.

Send directly or schedule a mailing

You don't have to click the send button manually when you wish to send a mailing. Schedule a mailing to take place later and MailPlus will take care of the rest.

Delivery and mailing integrity

MailPlus ensures that your message will reach your recipients' inbox. Upon arrival, your message will look exactly the same as when you sent it via MailPlus.

Increase relevance with targeted follow-ups

Create new subscriber groups based on the click-through behaviour of your recipients and send targeted follow-up mailings. Due to the high degree of relevance, these mailings perform exceptionally well.

Mailingoverview

Uw mailings				
Ingeplande mailings (1)				
Naam mailing	Datum en tijd	Doelmap	Titel	Actie
Nieuwsbrief oktober	09 okt 2014 14:00	NB - prospects		VERWIJDEREN
Hoofdmap (0)				
Nieuwsbrief - klanten (0)				
Nieuwsbrief - prospects (3)				
Naam mailing	Datum en tijd	Aantal	Titel	Actie
Nieuwsbrief september	10 sep 2014 14:00	117	RAPPORTAGE	NASTUREN
Nieuwsbrief augustus	07 aug 2014 14:00	118	RAPPORTAGE	NASTUREN
Nieuwsbrief juli	26 jun 2014 14:00	120	RAPPORTAGE	NASTUREN

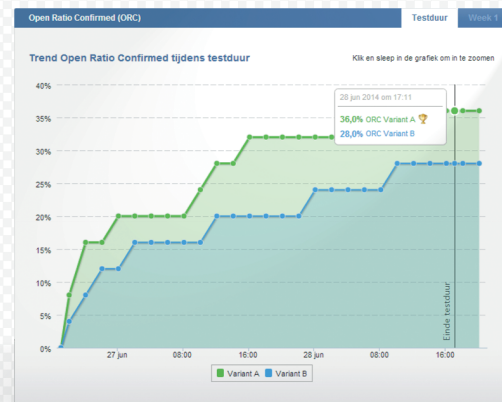
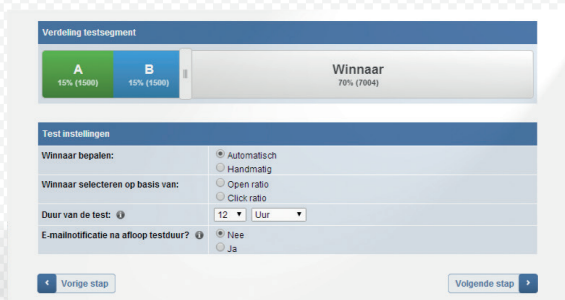


Responsive templates for mobile devices

Responsive emails are emails optimised for pleasant user interaction across a range of different screen sizes. Text, images, video, and the layout are automatically scaled in these emails to match the size of the screen (laptop and PC) or the size of the device (think of smartphones and tablets, for instance).

“With responsive email design, you only have to arrange a single email template. Creating separate email templates for mobile devices is now a thing of the past.”

Automatic A/B split test for optimal results



MailPlus enables you to fully optimise the content of your mailing messages. Test A and B versions of your messages to see which mailing provides the best results based on open ratios and click-through ratios. You can then automatically or manually send the winning mailing to the rest of your subscribers to achieve the optimal rate of return. You can test the subject line, the content, and the sender name.

ANALYSE THE SUBSCRIBER RESPONSE

In addition to sending your mailings, the Mailing Manager is also where you will find extensive reports covering those sent mailings. This way you will gain and maintain insight into the performance of your communications.

Learn from your communications

The extensive statistics MailPlus compiles for you enable you to continually improve your email marketing activities. Find out what engages your contacts so that you can boost the relevance of your communications for an even higher success rate.

Trend reports

Trend reports provide insight into the performance of all of your mailings sent over a certain period of time. To create a trend report, simply merge all the mailings under a single mailing title. This will allow you to discern certain trends. In addition, you will also be able to see how the individual mailings performed in comparison to the rest of the mailings included in the mailing title (benchmark).



The screenshot shows the 'Link invoegen/bewerken' form in MailPlus. The 'Webanalytics' tab is active. Under '1) Gebruik webanalytics', the 'Toevoegen codes' checkbox is checked. Under '2) Toevoegen codes', the following fields are filled: 'Campagne bron' (nb-prospects-jul14), 'Campagne naam' (emm2014), 'Campagne inhoud' (workshop-promo), and 'Campagne woord' (emailmarketing). There are 'Ok' and 'Annuleren' buttons at the bottom.

Simply add codes for more insight via Google Analytics

Based on trends and comparisons, you can now compile your best-case newsletter and use it for subsequent mailings.

Linking Google Analytics

MailPlus is integrated with Google Analytics. This allows you to track the click-throughs to your website even more effectively, providing the bigger picture regarding the performance of your mailings.

Bounce management

Needless to say, "bounces" - email addresses to which the mailing could not be delivered - are also tracked and made easy to monitor. This way, you can reach out to the corresponding contacts and obtain the correct email address to include in your database.

Trend graphics

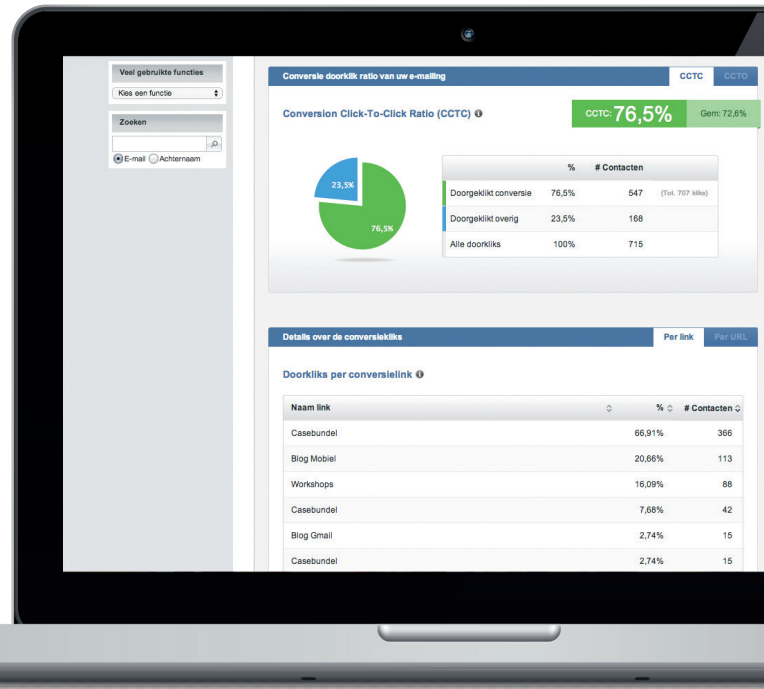
Email funnel



Reports down to the individual level

For every sent message, MailPlus accurately charts the delivery rate in relation to the total amount of emails sent. MailPlus also allows you to see how many recipients have actually opened your email message, and how many recipients have clicked through to your landing pages.

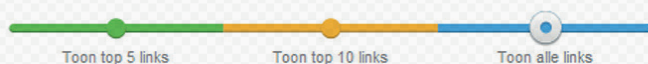
Insight into every click



Message heatmap: a visual representation of the click-throughs



All click-activity in your mailings are recorded in MailPlus and displayed as a heat map for a clear and appealing visual representation. For each mailing, the transparent coloured areas will show you which link, image, or button was clicked on most often. This valuable information can be used when designing your next mailing.



A heatmap shows where the clicks are made

ADVANCE OPTIONS

Aside from its extensive range of standard features and its user-friendliness, MailPlus Marcom is also notable for the variety of advanced options it offers. These options will take your email marketing activities to the next level, and make this avenue of communication even more relevant to the recipients of your mailings.

Subscription Manager

Every MailPlus user has access to the Subscription Manager.

This gives you access to a pop-up you can link to your website. The pop-up will appear while browsing, based on criteria you have set. Another advanced option is the SignUp app that can be used on tablets and smartphones, for instance when attending a business fair. The SignUp app and the pop-up are linked to the Subscription Manager in your MailPlus account and allow you to collect email addresses quickly and conveniently. Another advantage of the SignUp app is that it also works without an internet connection. All the registered data will be synchronised with your database the moment the app is back online.



Dynamisch blok

Hieronder kunt u bepalen voor welke contacten dit blok zichtbaar moet zijn.

Interesseveld:

Doelgroep:

Easily create personalised content blocks

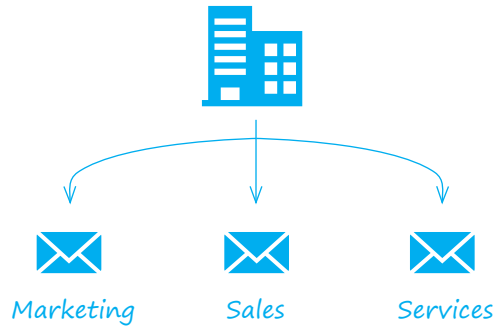
Custom newsletter

MailPlus Marcom allows your recipients to select what type of content they wish to read in your newsletters. Recipients can edit the interests listed on their profile at any given time using the profile page that is linked to your newsletters. You can subsequently personalise each content block in the email editor by linking it to specific interests. By combining this information, each user will receive a “custom” newsletter, containing only the information that is truly relevant to him or her.

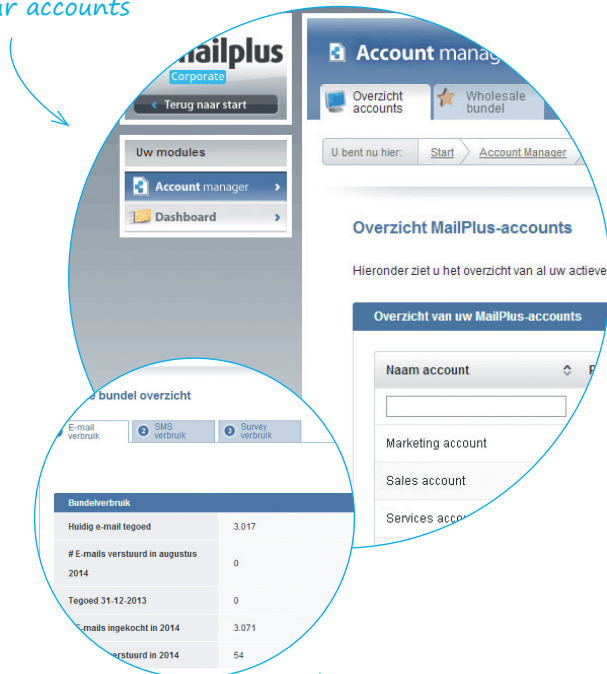
Corporate overview

MailPlus Corporate is an add-on especially developed for larger organisations. This add-on offers a comprehensive dashboard that allows you to monitor all activity within associated MailPlus accounts. This way, you can keep control over all outbound email messages and communications.

Corporate communications



An overview of all your accounts



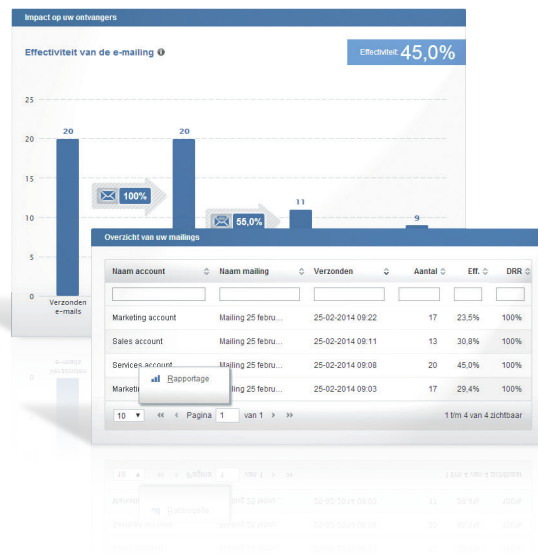
Overview of your mail credit usage

Insight into all of your MailPlus accounts
MailPlus Corporate links you to all of the MailPlus accounts used by the different divisions or departments within your organisation. From the cockpit, you will be able to oversee all accounts within your organisation, with unreserved access to all mailing activities within all of those accounts.

Central management and use of credits
Using MailPlus Corporate, you can centrally manage email, survey, and text message credits. Because the other MailPlus accounts are linked, each user can utilise the central credits to send their mailings.

Insight into all results

Aside from an overview of all of your accounts, MailPlus Corporate also provides insight into the results of every mailing sent.





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