

# CLICKMAIL

TURN ALL YOUR EMAILS INTO  
MARKETING OPPORTUNITIES

## WHAT IS **CLICKMAIL** BUSINESS EMAIL



**CLICKMAIL** turns outbound employee email into your most trusted marketing and media channel, by inserting:

**01 INTERACTIVE BANNERS**

**02 SIGNATURES**

**03 DISCLAIMERS**

into every outbound email from your organisation, every time

“ **CLICKMAIL** enables you to run targeted, centrally controlled marketing campaigns to the recipients...  
...of your employees' corporate emails ”

# CLICKMAIL MARKETING



Email is the primary form of communication used in business and private life. A steady stream of email messages are being sent from your business every day and they are going to a wide range of targets: Existing customers, Suppliers, Family, Friends and sometimes strangers.

You just need to take a look at your own sent box at the end of the day to see all the possible chances you had to send a non interruptive, branded marketing message to someone who is ether expecting your email or is open to receiving your email.

With **open rates of over 98%** and average unique **click-through rates of 10%**, your **CLICKMAIL** enabled emails can:

- Increase sales by driving targeted traffic to your website
- Send targeted offers and promotions using everyday business email
- Cross-sell products and services using multiple banners
- Increase sales using branded confirmation and transactional email
- Track and measure lead-generation from everyday business email
- Improve conversion and click-through rates

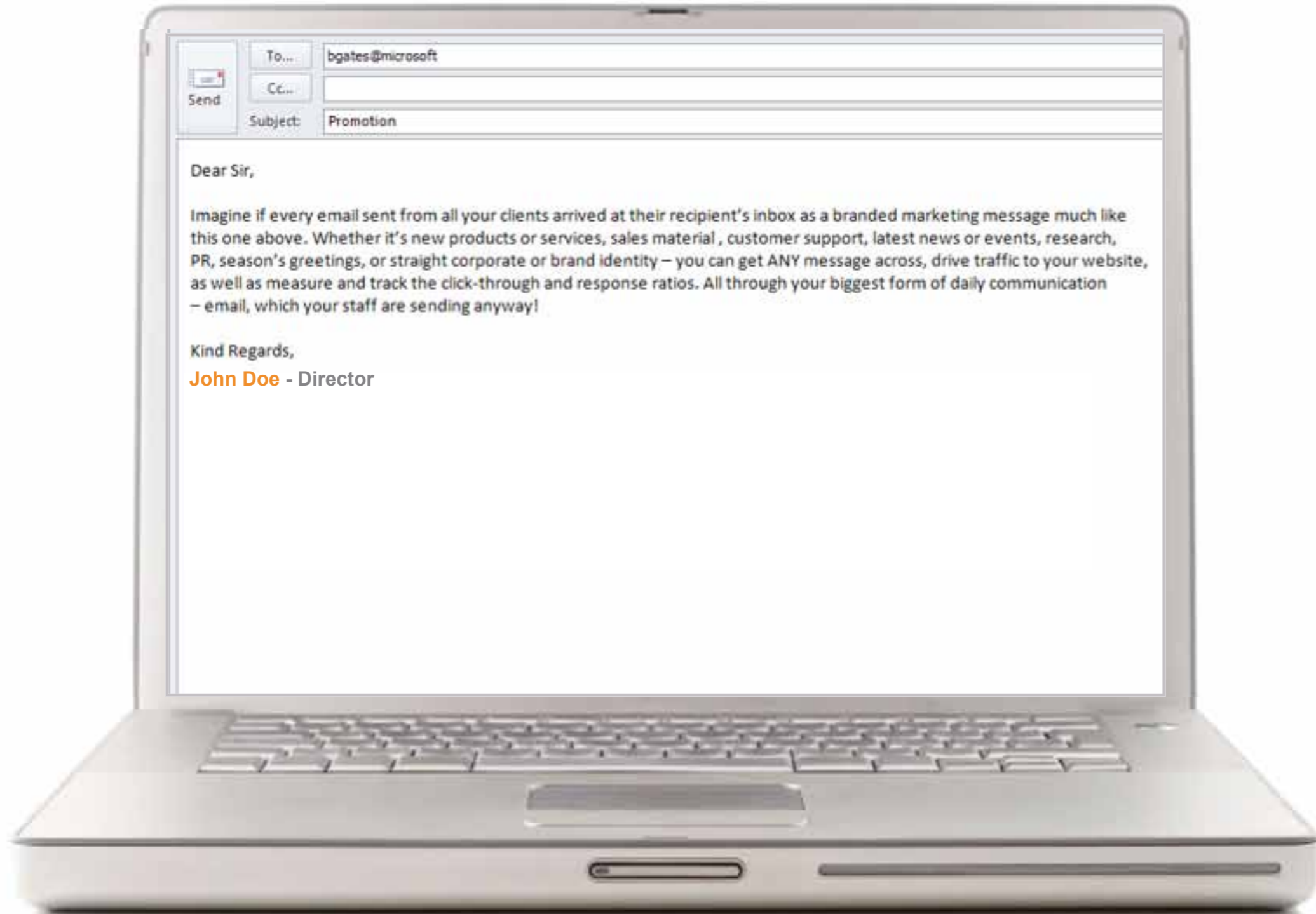
## CLICKMAIL BENEFITS



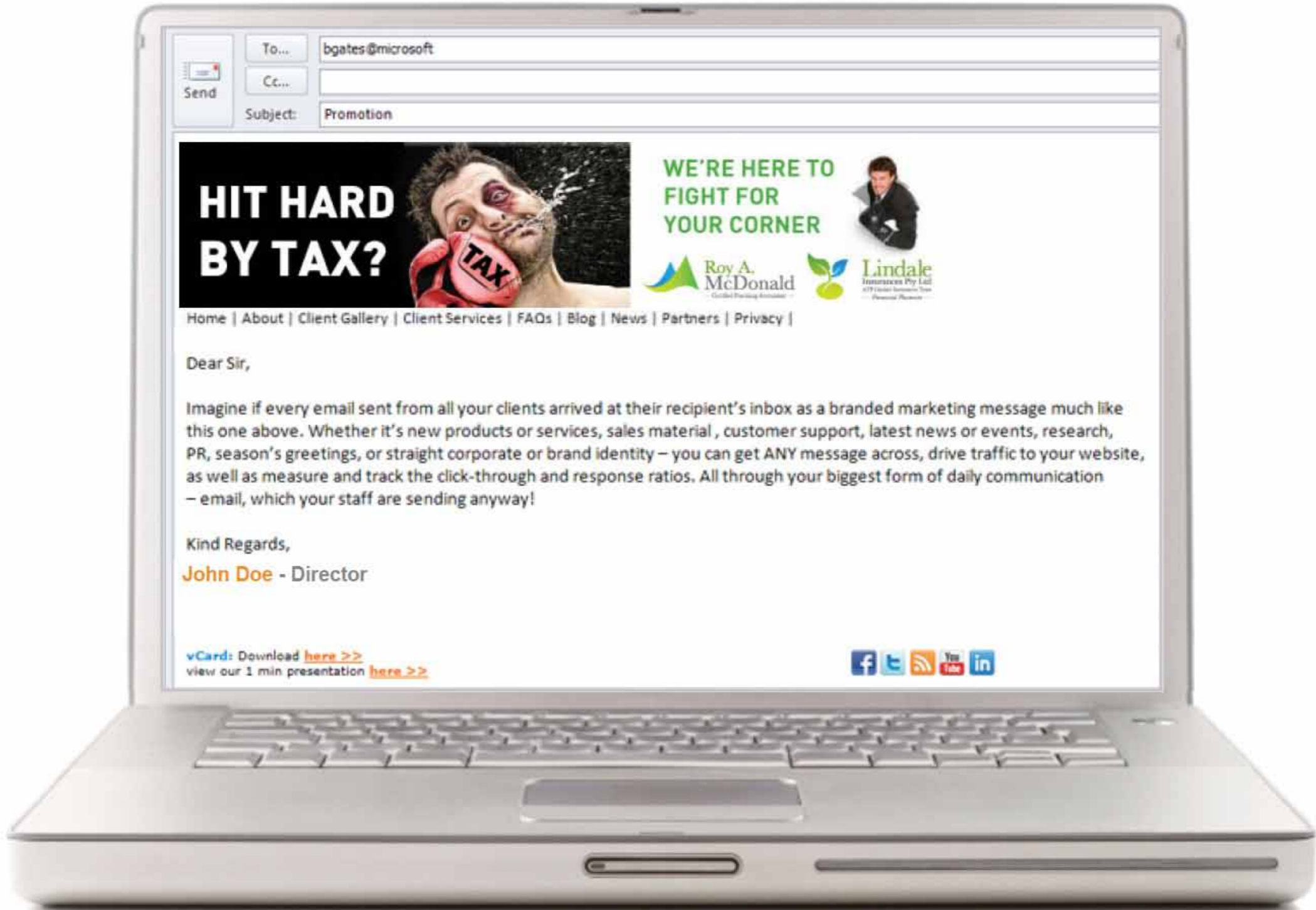
- Turns employee email into a targeted media channel
- Enables measurable social media & marketing campaign integration
- Delivers real time lead generation & detailed analytics
- Reaches all business stakeholders, including mobile ones
- Ensures company-wide brand consistency & compliance

**CLICKMAIL**, visually appealing, branded emails will consistently increase your sales opportunities and leads. CLICKMAIL is compatible with all major email clients and Google Analytics.

# BEFORE CLICKMAIL



WITH **CLICKMAIL**



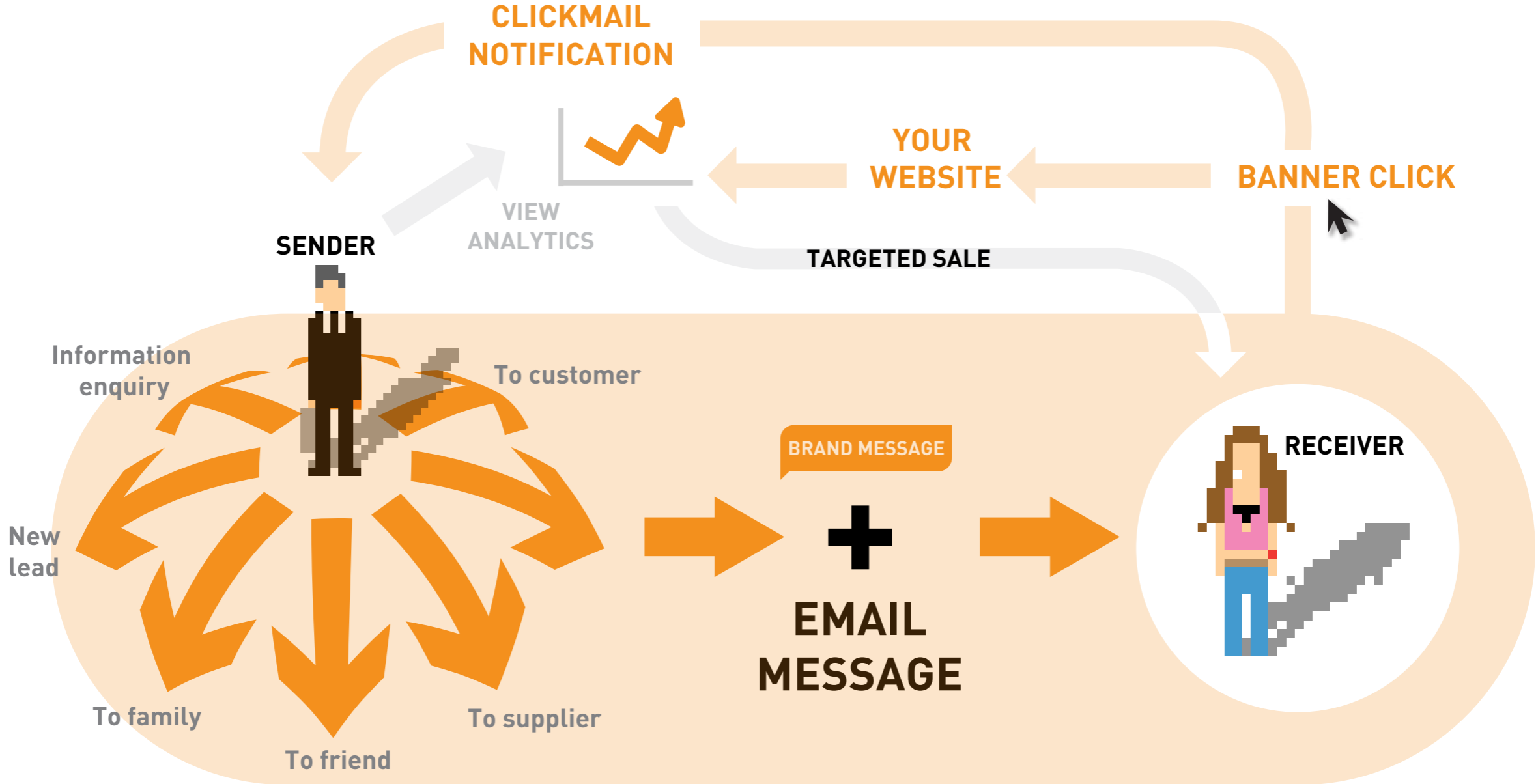


## CLICKMAIL IS CLEAR AND FUNCTIONAL ON MOBILES

With enterprise service, emails from mobiles are delivered with marketing messaging



# CLICKMAIL IN ACTION





# CLICKMAIL REPORTING



## Provides Multi Level Tracking and Reporting

- Company** = Tracking at all levels
- Department** = Reporting on subsets of users
- Unique** = Tracking of individual senders
- Campaign** = Reporting per banner campaign

- Who's contacting who
- Which sender, group or branch are getting best responses

## CLICKMAIL delivers three levels of reporting

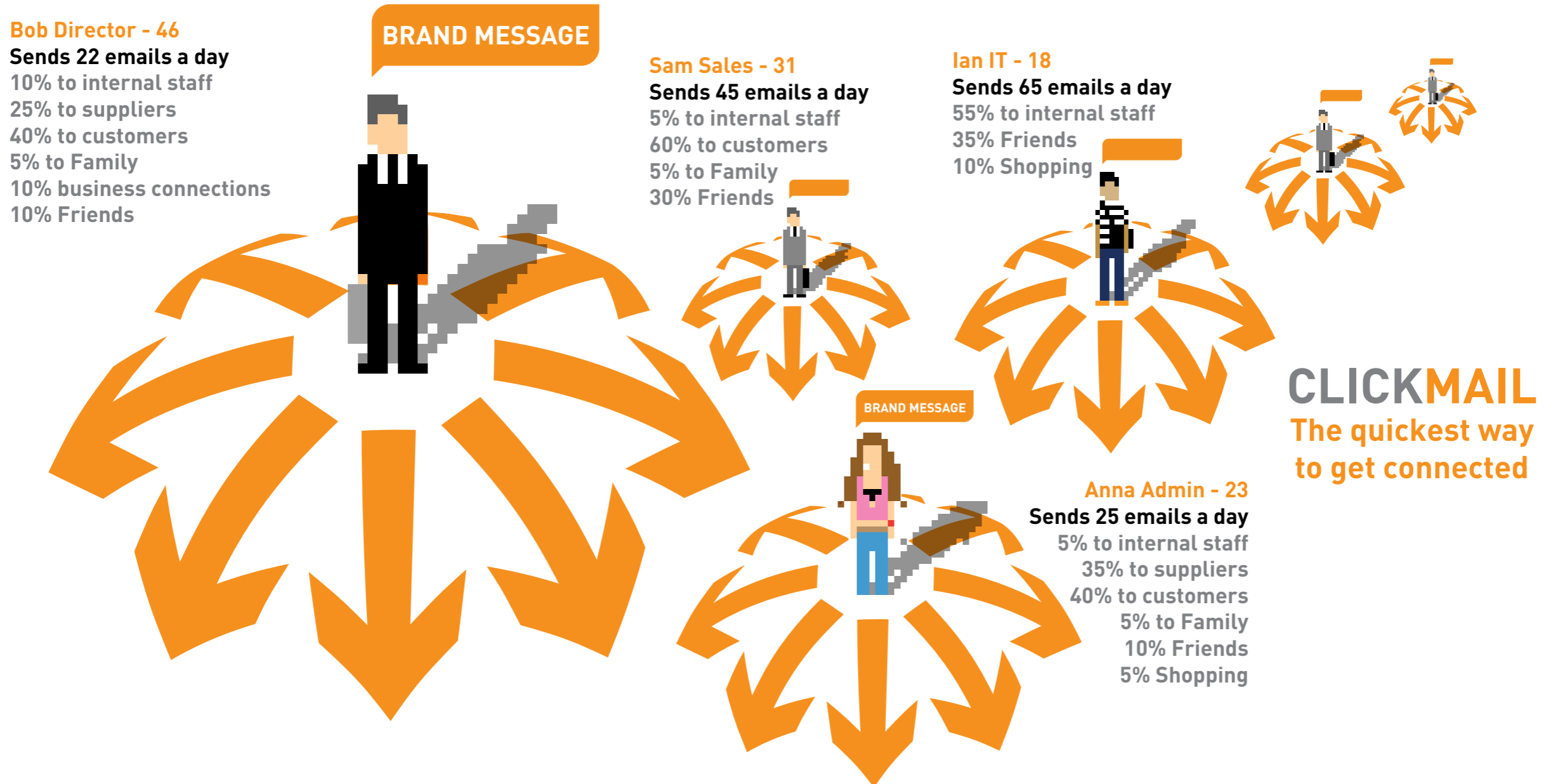
- Real time alerts** = Into the **Sender's Inbox**
- Detailed reporting** = Through **RS UI Tracker**
- Integration with** = **Web Analytics**



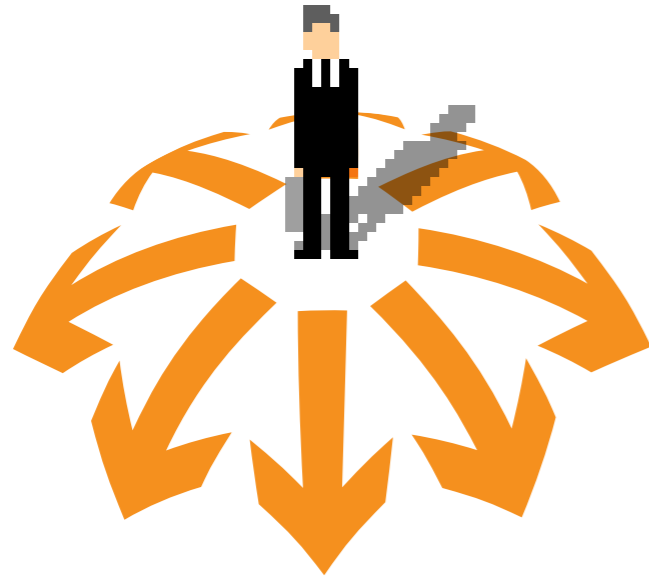
# TURN YOUR STAFF INTO A MARKETING MACHINE!

Offices are staffed by a wide range of age groups and social types, all with their unique network of business and social connections, just waiting to be tapped into....

On average we send **35 emails a day**. That's **175 opportunities** to communicate a brand message or a special offer per week! **Now multiply that by the number of staff on your email system....**



## CLICKMAIL COSTS



- URL set up fee (once only) \$50.00 per user licence
- Annual user licence \$180.00
- Banner design and artwork \$200.00

Each user license is \$180.00 a year, that's less than 50¢ per user a day for measured and targeted marketing, that has over a 98% view rate.

**CALL TODAY ON 03 9761 0122**  
**TURN ALL YOUR EMAILS INTO**  
**MARKETING OPPORTUNITIES**

Prices are based on an annual licence fee per user (email@address.com)