

## Features

WebbMail Email Marketing contains a full set of features designed to help you manage every aspect of your customer and member email outreach. A quick overview of some of WebbMail's noteworthy features:

### Audience

Our Audience features help you import, store, manage and grow your permission lists. You'll be able to:

- Create unlimited audience groups for organization and targeting
- Search & segment your audience based on demographic, response data and more
- Customize your database using standard fields and wildcards you create from scratch
- Create personalized signup screens and confirmation emails to help grow your list
- Import large lists easily and automatically clean them for duplicates and errors
- Easily move members and reorganize audience groups as you go
- Export your audience lists and data at any time
- Get to know your audience with easy-to-use surveys & forms

### Campaigns

Our campaign features help you create professional email campaigns and send them using our sophisticated delivery network. You'll be able to:

- Create professional html campaigns without using html, or upload your own freestyle campaigns
- Personalize your emails with first names and more
- Prepare html and text versions, and deliver the right one automatically
- Rate your campaign for problematic content before you send
- Include our send-to-a-friend feature with every email
- Control your own 'from' names and addresses
- Let recipients manage their preferences at any time
- Send your campaigns at any time, or schedule a future delivery
- Link to your surveys & forms from your campaigns

### Response

Our response section gives you easy access to your results, in real time. You'll be able to:

- See real-time totals for emails received, opened, clicked, forwarded, signed up and more (and details for who did what, and when)
- View response details for entire campaigns and for individual recipients
- Store your past campaigns and results in your online archive, and easily link to past campaigns from your web site
- Create an instant, side-by-side comparison of multiple campaigns and their results
- Get assistance on delivery-related matters whenever you need it
- Track survey responses in real time too



A CREATIVE APPROACH TO EMAIL MARKETING

## Pricing

WebbMail accounts include a custom-designed stationery (no pre-fab templates here) and all the features you'll need to easily manage your email campaigns; and, as with all of our services, email and phone support. We offer month-to-month plans or save 10% on everything by signing up for a year.

### CUSTOM DESIGN & SETUP

A one-time investment that includes the creation of a custom-designed stationery to match your logo, web site, and branding.	\$250*
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\*If you would like to upload your own finished HTML campaigns your setup cost will be discounted – be sure to ask for details when you inquire.

### FLEXIBLE MONTHLY PLANS FOR YOUR SENDING VOLUME\*\*

#### Monthly Plan

Pay-Per-Email <sup>^</sup>	Monthly Fee	Cost per email
Up to 1,000 emails a month	\$25	\$0.035 per email
1,001 to 2,500 emails a month	\$30	\$0.03 per email
2,501 to 5,000 emails a month	\$45	\$0.018 per email
5,001 to 7,500 emails a month	\$70	\$0.014 per email
7,501 to 10,000 emails a month	\$100	\$0.0133 per email
10,001 to 17,500 emails a month	\$125	\$0.0125 per email
17,501 to 25,000 emails a month	\$170	\$0.0097 per email
25,001 to 37,500 emails a month	\$210	\$0.0084 per email
37,501 to 50,000 emails a month	\$280	\$0.0075 per email
50,001 to 75,000 emails a month	\$350	\$0.007 per email
75,001 to 100,000 emails a month	\$480	\$0.0064 per email
larger volumes	\$600	\$0.006 per email
	custom pricing	custom pricing

\*\*All accounts carry a monthly minimum of \$25 to cover activity, signups, storage and service. *Waived for your first two months! (or up to 700 emails/month free for your first two months)*

Monthly plans are based on total emails sent and are adjustable as your volume changes.

<sup>^</sup>The Pay-Per-Email Plan is ideal for those starting with a small mailing list or with email volume that varies greatly from month to month.

Remember, you can go month to month *or* pre-pay for a year and receive a 10% discount on both the custom design & setup and monthly fees.

**For Non-Profits** we offer a 10% discount to 501(c)(3) organizations on both the custom design & setup and monthly fees *or* pre-pay for a year and receive a 20% discount.

Not sure which plan is right for you? No problem, we can help you determine what's best for your needs...

[\*\*Contact us today for a guided tour & free trial account!\*\*](#)