Westhill Mail

Westhill Mail is one of the most intuitive, easy-to-use systems of its type you'll find. This highly effective bulk email client allows you to communicate with your target audiences and nurture a solid customer base through the use of regular, stylish email campaigns.

A reporting suite, designed by marketers for marketers, provides boardroom-ready printouts, graphical reports, exportable data and automated email updates all of which go to make the Westhill Mail system second to none.

And you can track your recipients' behaviour right through to your website and conversion page, with full click path reporting – so you know precisely who has clicked on what, and when they did it.

Key features

Create campaigns

- Use preloaded templates
- Create and upload your own templates
- Edit each campaign in our "what you see is what you get" (WYSIWYG) editor
- Personalise emails with the recipients details
- Custom from addresses (send from your company's domain)
- Add to social networks link
- Document manager – link to and launch PDFs and other documents, directly from your emails
- Custom event triggered emails
- Schedule campaigns to be sent in the future
- Multipart delivery (text- and HTML-based version)

Test campaigns

- Free, unlimited test sends
- Multiple subject line split testing
- Inbox preview
- Built-in advance spam checker

Manage recipients' data

- Upload multiple address books
- Suppression list management – bulk import all unsubscribes
- Facebook sign-up application – collect data from within your Facebook page
- Automatic bounce handling
- Set your own hard/soft bounceback thresholds
- API to connect Westhill Mail to your back-end data system
- One-click integration with SalesForce
- Segmentation Data Query Builder
- Export address books as CSV files (MS Excel)
- 10 custom data fields in addition to standard
- Amend contact details on-screen, or re-import to refresh the data
- Advanced 'sign-up form' feature

Reporting

- Real-time updates of statistics
- Hotspots overlay shows visually which links have been clicked
- Graphical representations of your results
- Drill down to individual recipients to see who has opened, clicked, replied, bounced or unsubscribed and when they did it
- Print out boardroom-ready reports
- Social network bookmark views
- Website page and path tracking
- Generate "Hot Prospects" reports to further target your lists
- Geomap of results (showing where in the world your active recipients are)
- Download all reporting data in CSV format (MS Excel)

Miscellaneous

- Create users and manage their access
- Self-managed or Westhill-managed options
- Site tracking options
- Automatic sign-up response
- Registration forms available to place on your site
- Survey Builder – available as an add-on service, for easy online survey building, with automatic, real-time population of response data into your lists.
- Site Builder, for quick and easy creation of dedicated landing pages for your email campaigns

Benefits

- Control your mailings easily
- No programming skills needed
- Manage all recipients
- Enforce your corporate branding on your emails
- Reporting and campaign analysis tools and charts to help you target with pinpoint accuracy
- Review the effectiveness of your marketing campaigns
- We are UK-based (the vast majority of spam emails originate from overseas providers)
- Industry leading features, top client support and flexible pricing all make for outstanding value.

Contact

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