

Westhill Mail

Features list and pricing 2013

Features List

Data management	Professional	Enterprise
Unlimited number of contact records in database	✓	✓
Historical access to reports and campaigns - number of months stored	24	60
Automatic bounce handling	✓	✓
Data cleanse and de-dupe on upload	✓	✓
Amend contact details on-screen, or re-import to refresh the data	✓	✓
Advanced 'sign-up form' feature – create advanced web sign-up forms at the click of a mouse to opt contacts into multiple address books and to collect/append valuable additional data fields	✓	✓
Suppression list management - bulk import all unsubscribes	✓	✓
Number of mailing lists / address books	Unlimited	Unlimited
Number of customisable data fields (in addition to 5 default variables)	10	Unlimited
Custom adjustable hard and soft bounce management thresholds	✓	✓
Export soft and hard bounces and unsubscribes by date range, campaign or total amount	✓	✓
Mappable data (on import)	✓	✓
Domain suppression	✓	✓
API to connect to your back data system (refreshing the data with all unsubscribes, soft and hard bounces)	✓	✓
API connectors to integrate Westhill Mail with third party applications (eg your CRM system)	✓	✓
Segmentation data query builder (including queries by contact history data), updated in real time		✓
Geomap segmentation		✓
Integration with Salesforce CRM		✓
Microsoft Dynamics CRM connector (extra charges apply)		✓
Third Party App integration, allowing you to use dotMailer within a third party platform		✓

Create	Professional	Enterprise
Easily create your campaigns using "Point and Click" technology	✓	✓
Built in Spam Assassin spam checker	✓	✓
Personalise your email content at the touch of a button	✓	✓
Add external web links to your email content at the touch of a button	✓	✓
'Refer a Friend' link	✓	✓
WYSIWYG editor	✓	✓
'Add to safe senders list' link	✓	✓
Number of personalisable fields (in addition to 5 default variables)	10	400
Template library including over 100 free, generic templates	✓	✓
Upload your own files/templates into Westhill Mail	✓	✓
'Add to social networks' link	✓	✓
Dynamic content	✓	✓
Advanced spam checker with breakdown by desktop client, server and gateway firewalls (usage charge applies)	✓	✓
Easy image resizing tool	✓	✓
Survey builder - Easy online survey building, with automatic, population of response data into your lists (monthly charge applies).		✓
Microsite builder, for quick and easy creation of dedicated personalised landing pages for your email campaigns (Includes storage of 5 microsites with up to 5 pages. Prices for additional microsite storage available. Please contact us.)		✓
Document linker - link to and launch PDFs, and any other documents, directly from your marketing emails, in one quick step		✓

Test

Free, unlimited test sends	✓	✓
Inbox Preview (charge of £7 per use)	✓	✓
Multiple subject line split testing		✓
Email content split testing		✓
Multiple subject line split testing		✓

Send

Professional Enterprise

Multipart delivery	✓	✓
Schedule campaigns to be sent at future dates	✓	✓
Outbox with campaign 'pause' button	✓	✓
Triggered emails following web form submission	✓	✓
Send from your companydomain.com (set-up charge applies)	✓	✓
Generic, account-wide auto responder for all email replies	✓	✓
Auto responder for email replies, customisable by campaign		✓
Triggered emails based on recipient action		✓
Custom event triggered emails (eg. upsell email sent automatically to any customer who orders product A, or whose Birthday it is)		✓
Series triggered emails		✓

Social Sharing Integration

Professional Enterprise

Drag and drop social sharing elements	✓	✓
Share and track your email across 12 social networks	✓	✓
'Share your campaigns' - one click share to your own Facebook, Twitter and LinkedIn pages	✓	✓
Report by social network views	✓	✓

Reporting	Professional	Enterprise
Graphical representations of your results	✓	✓
Delivered and open rates	✓	✓
Links clicked - by link name and URL	✓	✓
Forwards	✓	✓
Replies	✓	✓
Bounces and unsubscribes	✓	✓
Drill down to individual recipients	✓	✓
Overlay, hotspot report	✓	✓
Print out board room ready reports	✓	✓
Unlimited export of the reporting stats	✓	✓
Generate "Hot Prospects" reports to further target your lists	✓	✓
Filter results by link name to generate follow-up campaign lists	✓	✓
Social network bookmark views	✓	✓
Compare reports from different campaigns	✓	✓
Schedule report update, emailed to up to 5 colleagues per campaign	✓	✓
Automatic list/address book generation for follow-up campaigns	✓	✓
Website page and path tracking	✓	✓
ROI tracking from email to website conversion	✓	✓
Report by top 10 domains	✓	✓
One-click Google Analytics tracking code tool	✓	✓
Geomap of results		✓
Contact activity reporting queries		✓
Email client analysis		✓
In-app Google Analytics reporting (on request)		✓

Pricing

All prices shown exclude VAT

Package types

Package	Licence fee
Professional	£450
Enterprise	£650

Your one-off lifetime user licence fee gives you access to your Westhill Mail account. Choose the package with the features and functionality that suit you best.

Pay only for the emails that you send

Monthly email send volume	Cost per email
1 – 60,000	2.0 pence
60,001 – 80,000	1.5 pence
80,001 – 250,000	1.0 pence
Over 250,000	Please contact us

Our additional email marketing services

Custom 'from address' activation **£300**

Your recipients will see only your name in the from address' with no mention of Westhill Mail. This includes domain registration, hosting, support, authentication and first POP3 account.

Additional POP3 account set up **£150**

Create an additional email address under the same domain i.e. **newaddress@companyname.com**.

Inbox preview (including advanced spam checker) **£7 per use**

In just one-click you can see how your email will look in over 30 key email clients (Outlook, Hotmail, Yahoo, etc) *before* you hit the send button.

Custom (branded) 'unsubscribe' form **£450**

Custom (branded) 'tell a friend' form **£450**



User training

1/2 day training at our office*	£400
1/2 day training at your site (within the M25)	£595 (plus travel expenses)
1/2 day training at your site (within the UK)	£795 (plus travel expenses)

** maximum of 6 persons per session*

Email template design

Personalised £395

Take one of our templates and have it customised with your logo, hex colours and contact details

Bespoke £795

Design and build, plus one revision. Amendments chargeable at standard agency rate of £95 per hour

Programming support £110 per hour

EG: Adding an Address Book; Adding or Removing an Address; Emptying an Address Book; Get User Data; Updating a User's Data; Get Address Books; Sending a Campaign

Additional bespoke services £95 per hour

Projects are quoted in advance where possible. This might include:
data upload – includes cleaning and de-duping; Unsubscribe reports and Data reports – includes reports of click-throughs; and import of templates.

Managed service options

If you simply haven't got the time or resources to handle your campaigns in-house, we offer a range of managed services from sending and managing responses; to creating and building the campaign, sending and managing the responses. Please contact us about our managed service options.