

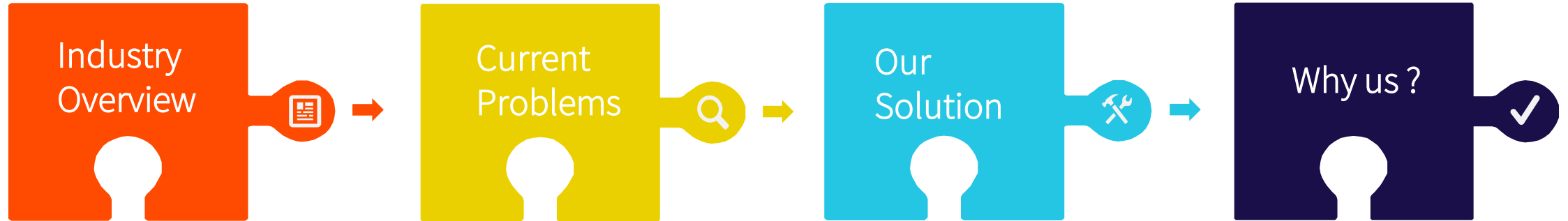


E-Mail Marketing Proposal

Universal Plus

G8
Consulting

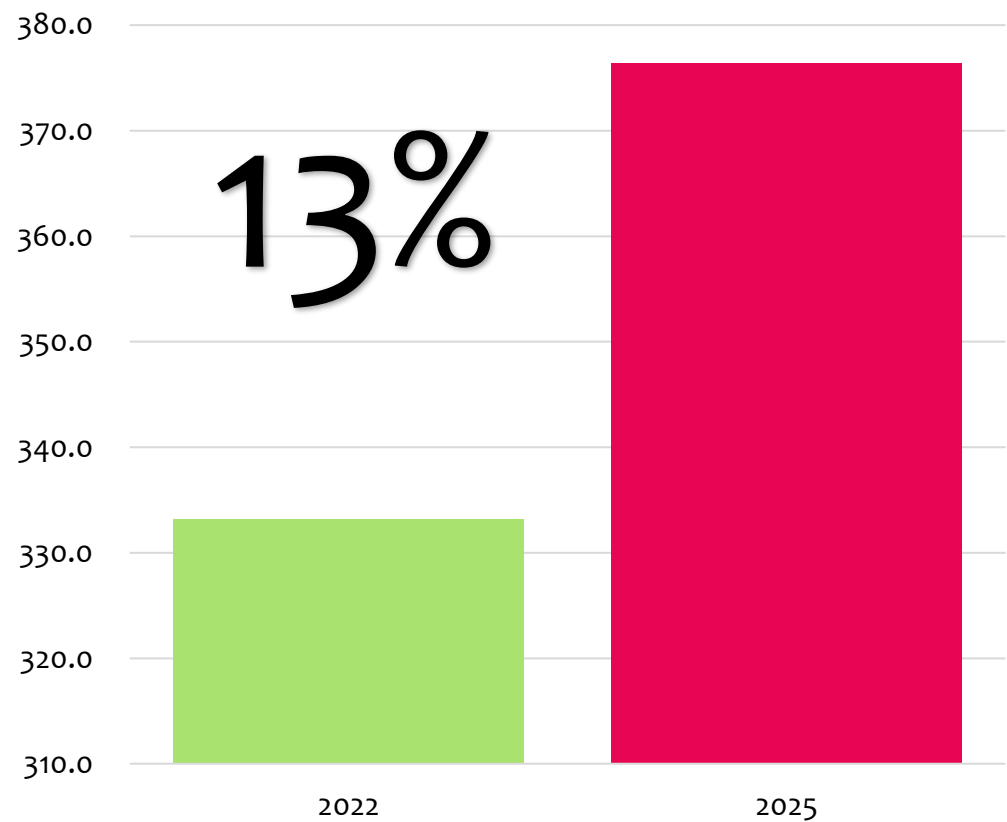
Agenda



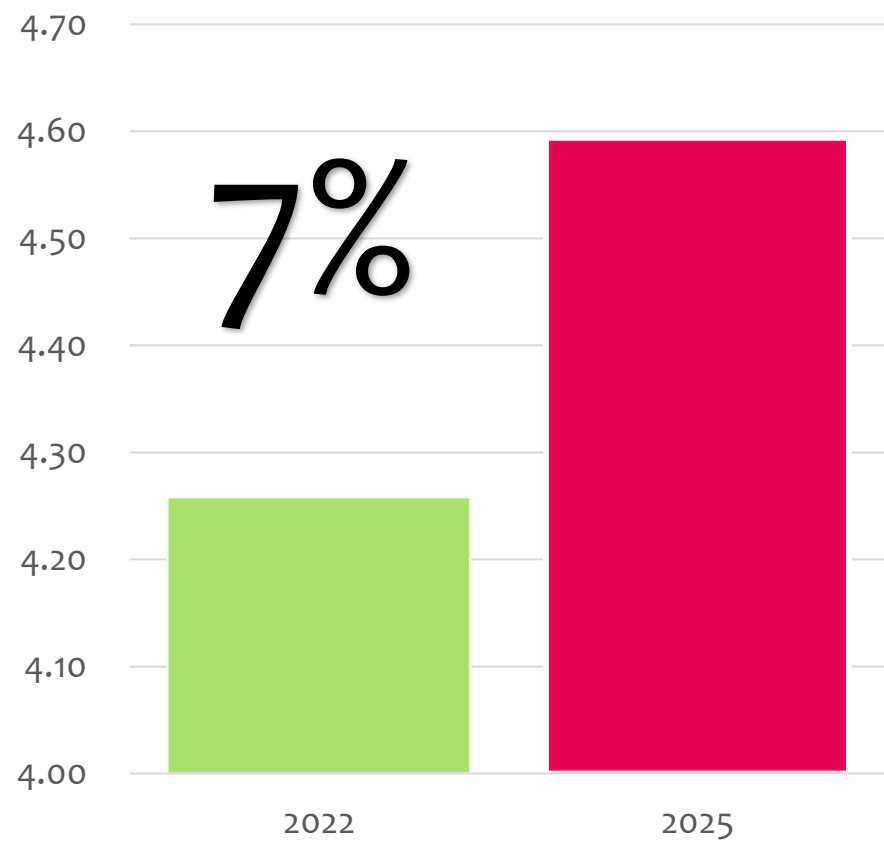
Industry Overview

Unit: Billion
Resource: Statista

Number of email sent




Number of e-mail users



Industry Overview

ROI **£34**

49%


320%
\$\$ **↑**



59%

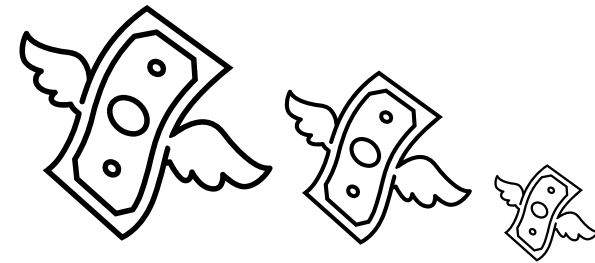
...



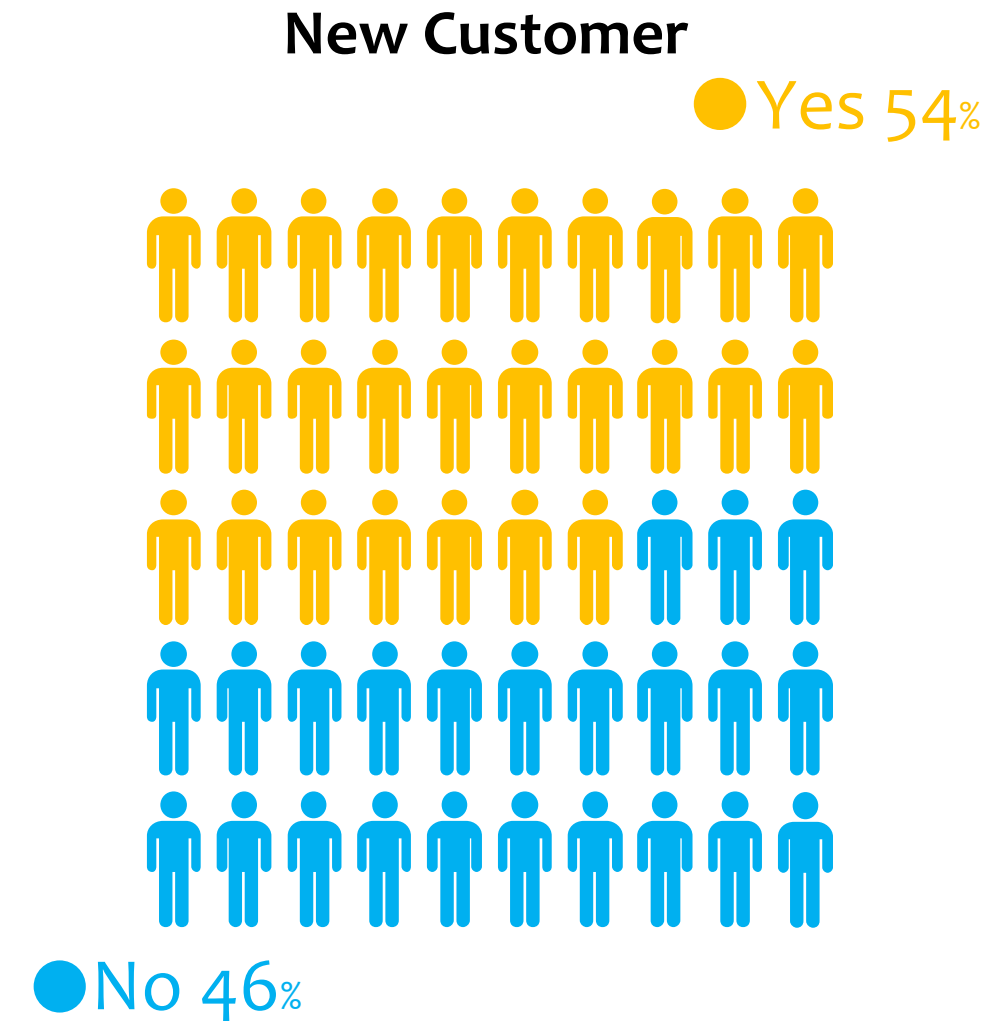
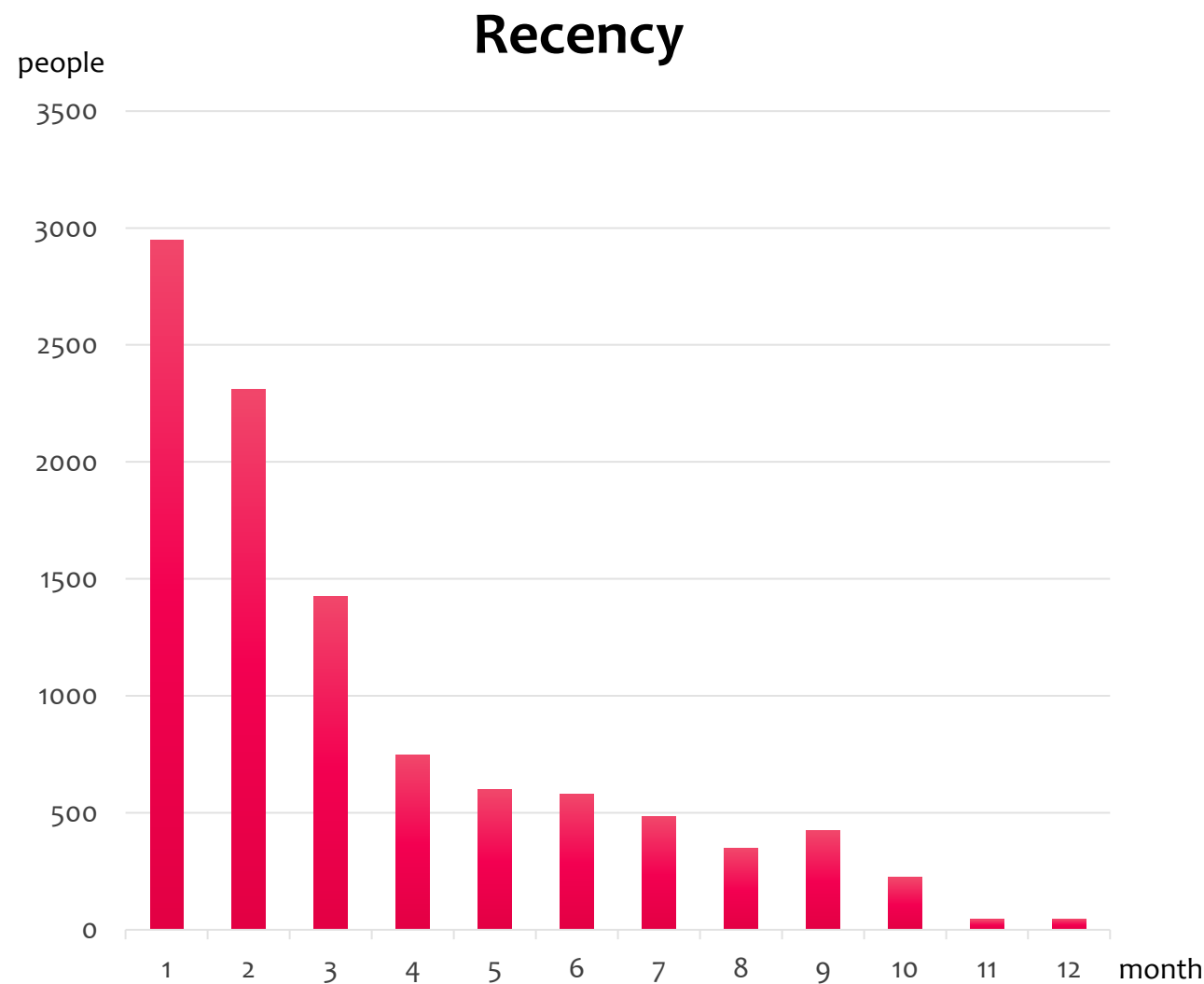
50%

(Marinaki, 2022)

Current Problems

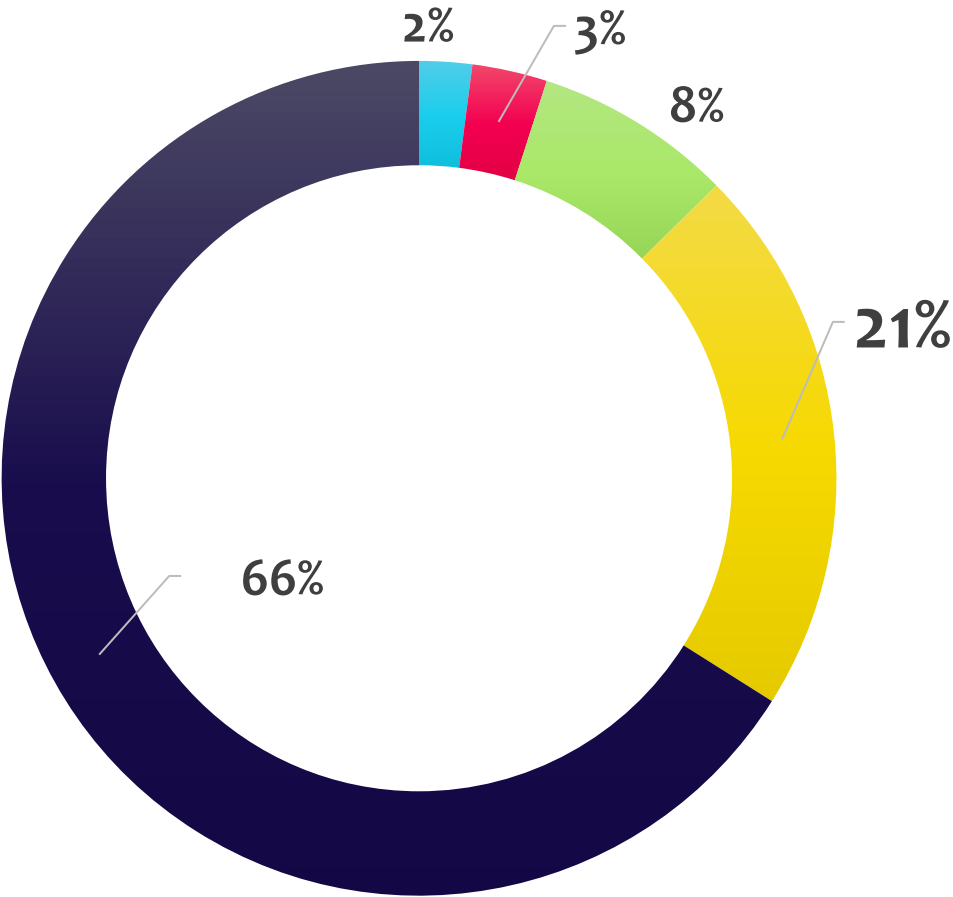


Characters of Customer who visited



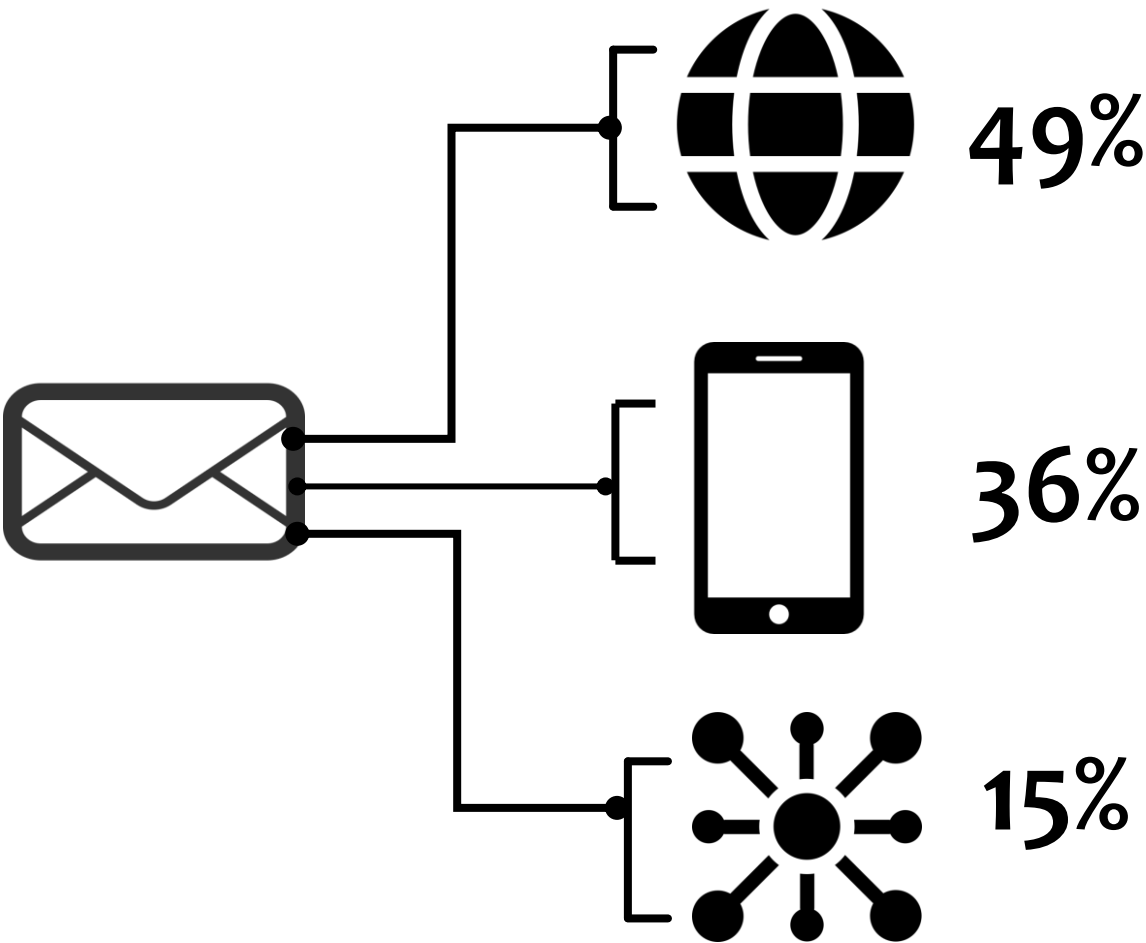
Characters of Customer who visited

Proportion of the amount customer spent



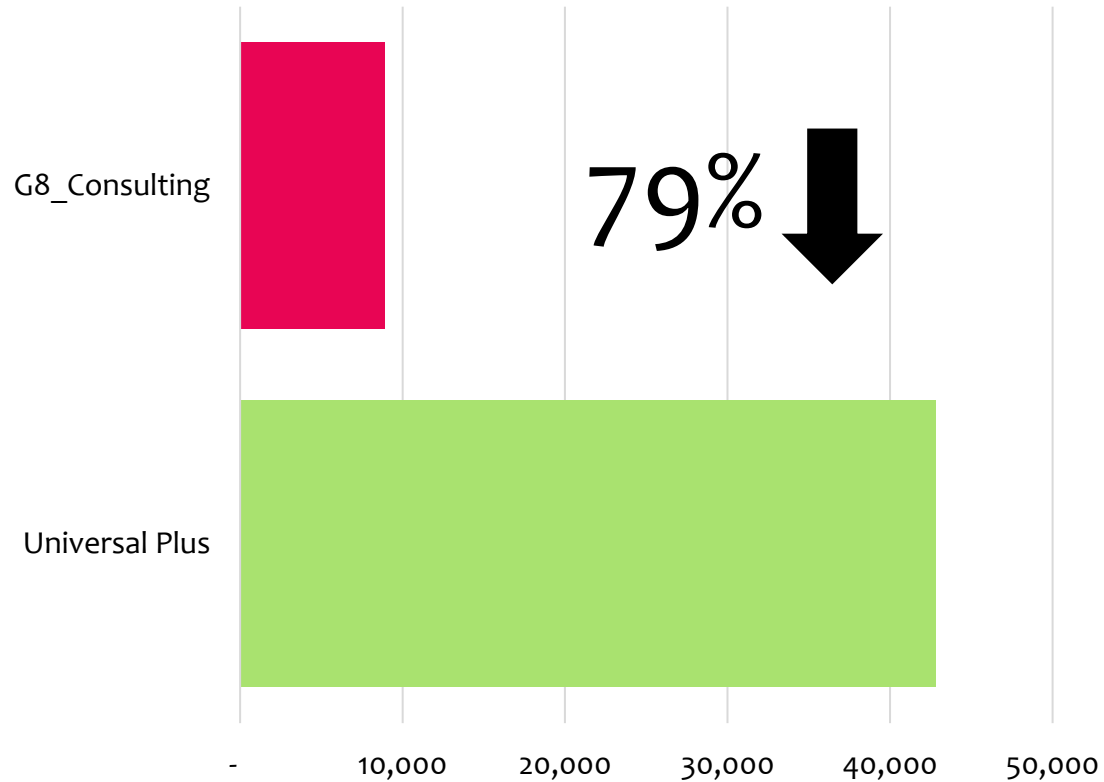
1,000 +
250 - 500
750 - 1,000
0 - 250
500 - 750
Unit: Pounds

Resources of Channel

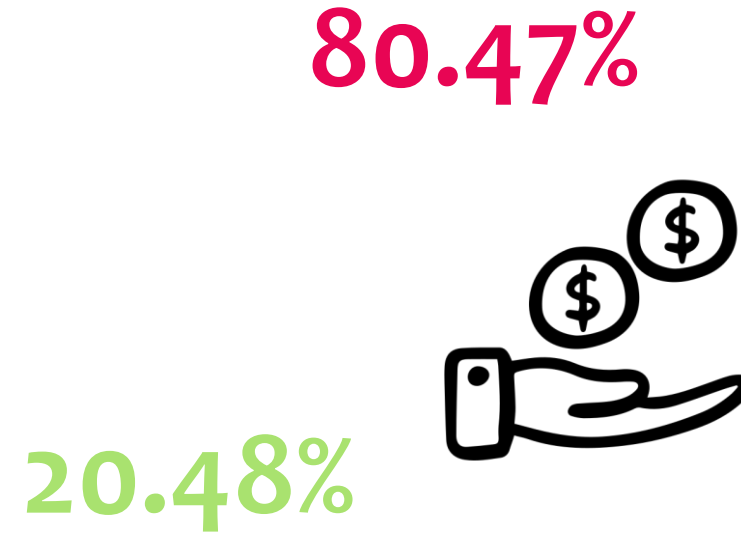


What can G8 bring to you?

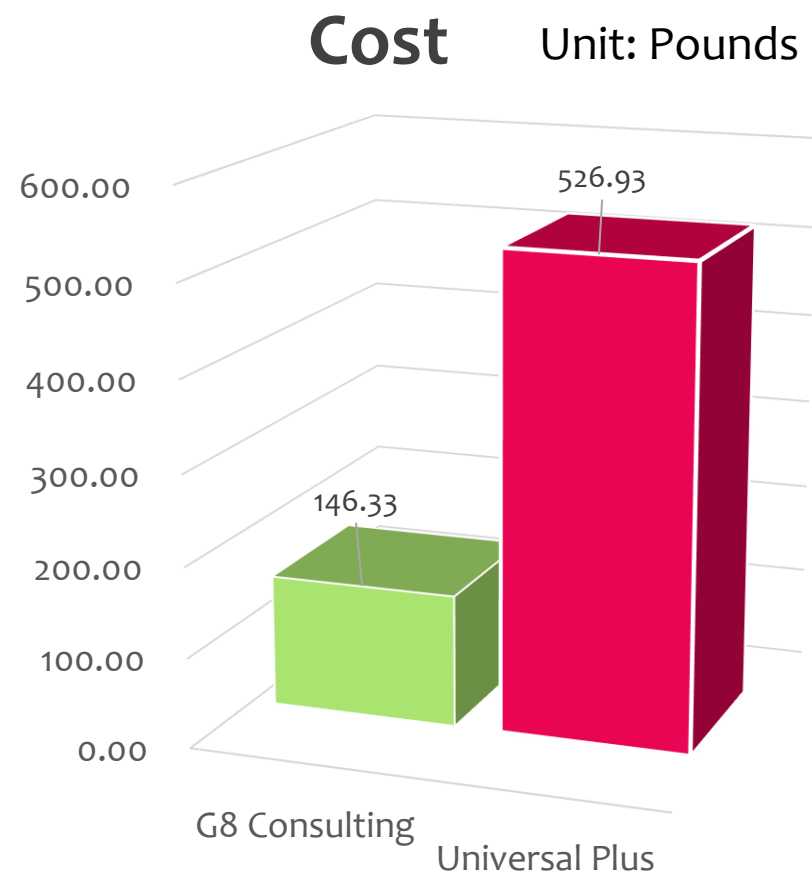
Number of email sent



Precision Rate



What can G8 bring to you?

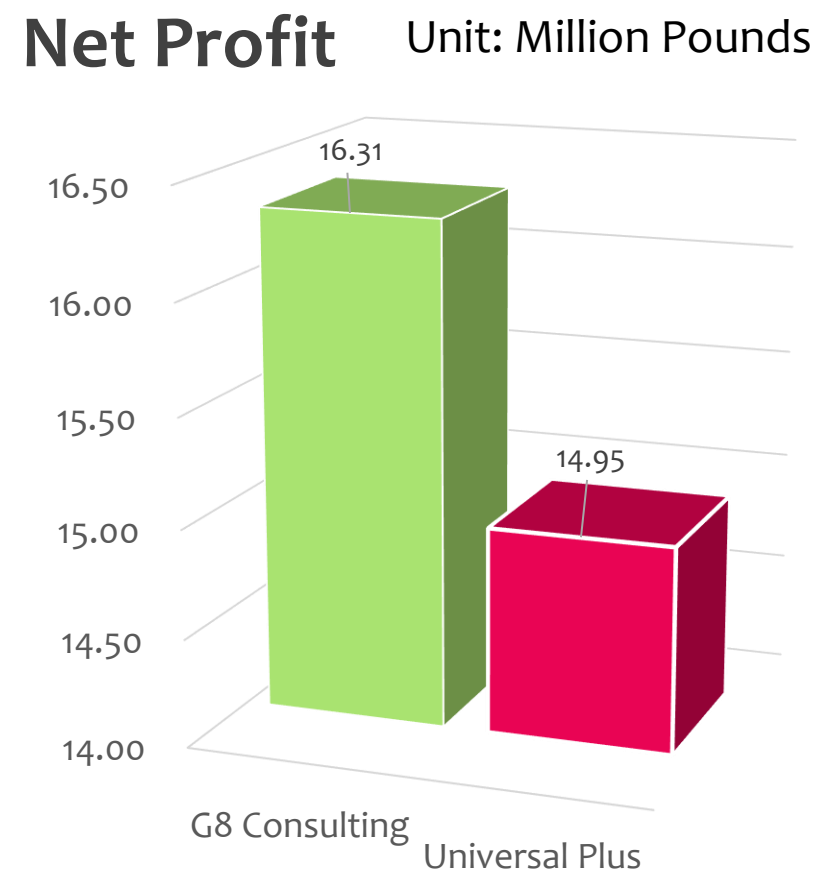


**Cost 72%
Less**

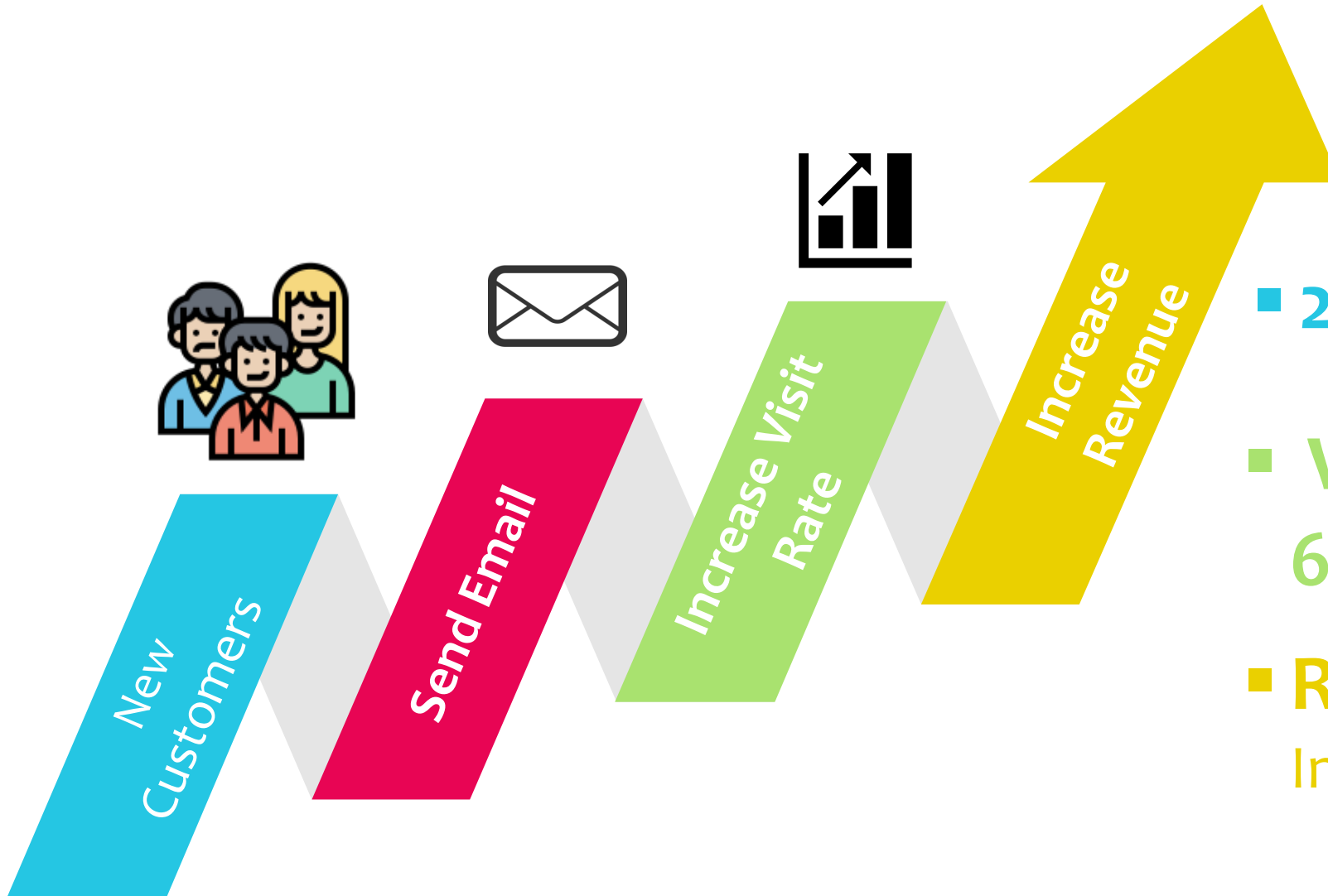
An icon showing three gold coins and a yellow arrow pointing downwards, indicating a significant cost reduction.

**Earn 1.36M
More**

An icon showing a green banknote with the number 0 and a green arrow pointing upwards, indicating an increase in earnings.



If we send Email...



- **21,219 Customers**

- **Visit Rate**
6.68% -> 8.08%

- **Revenue**
Increase by 678 thousands

Why Us?

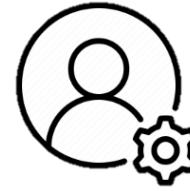
What G8 will do?



Provide
Value - Added
Services



Add
**Clickstream /
Web Logs**
as Significant Features



Personalized Email
Service to Increase
Open Rate
and Clicks



Follow-up Project
to Evaluate the
Performance



Thank You

2257787

2288466

2284896

2287496

2292957

2294032