

RealTimePriceMailer

Slogan: "See the Change, Embrace the Value: Real-Time Email Prices"

Description: With RealTimePriceMailer, transform the way you connect with your clients through emails. Our innovative solution allows the prices of your products to be reflected in real time within the emails that have already been sent. Now, your clients can open a single email and instantly view updated prices, without the need for resending messages. Whether prices go up or down, the information they see will always be in sync with the current reality.

Additional Benefits:

Reduction in Email Volume: Eliminate the need to send additional emails to your clients every time there is a price change. This means fewer unnecessary communications in their inboxes.

Fewer Campaigns for Price Changes: With RealTimePriceMailer, you can focus on creating more strategic and effective marketing campaigns instead of sending multiple emails for minor price changes.

Focus on Presentation: Free up time to focus on presenting your company's story and products compellingly. You can concentrate on highlighting the values, quality, and unique benefits you offer.

Transparency and Trust: By providing real-time prices, you demonstrate transparency and build trust with your clients. They know that the information they see in your emails is accurate and up-to-date.

Enhanced Customer Experience: Offer your clients a hassle-free experience by accessing the most recent information directly from their emails. This fosters customer satisfaction and brand loyalty.

RealTimePriceMailer: connect, communicate, and delight, while optimizing your communications and empowering your marketing strategy intelligently.

Steps to Use RealTimePriceMailer:

1.- Populate Your Product Inventory:

Ensure that you input all your products, prices, descriptions, and photos into the system's database. This will enable the system to generate dynamic price images for your emails.

2.- Import Your Customer List:

Import your customer list into the tool's mass email system. This will allow your emails to be sent efficiently and in a personalized manner.

3.- Send Customized Advertisements with HTML:

Utilize the following HTML code in your mass email tool to include updated prices in your emails. Replace [URL-IMAGE] with the URL generated by the system to display real-time prices.

```
<!DOCTYPE html>
<html lang="en">
<head>
<meta charset="UTF-8">
<meta name="viewport" content="width=device-width, initial-scale=1.0">
<title>Price Update</title>
</head>
<body>
<h2>Special Offer!</h2>
<p>Check out our amazing products with real-time prices:</p>

<p>Don't miss out on these great deals!</p>
</body>
</html>
```

4.- Update Prices in Real Time:

If at any point after sending the email, you need to update your product prices, simply update the prices in the system's database. The automatically generated price images will adjust to the new values.

5.- Send Personalized Emails:

Utilize the mass email tool to send emails to your customers. The tool will send emails in a personalized manner, one by one, with updated prices based on the moment the email is opened.

6.- Verify Read Emails and Orders:

Use the tool to verify which emails have been read by customers. Additionally, verify product orders generated from the emails, with the customer list sorted by date and product price based on the day they viewed the sent advertisement.

Example Advertisement:

To see an example of how the advertisement for a fictitious product would appear with real-time prices, you can visit the following URL:

URL: [Example Advertisement](#)

Please note that this URL is for demonstration purposes and showcases the concept of RealTimePriceMailer. The actual content and layout can be customized to match our branding and the products we offer.

Testing the Effectiveness of RealTimePriceMailer:

If you'd like to test the effectiveness of RealTimePriceMailer, you can follow these steps:

1.- Send a Test Email:

Use the following HTML code template to send a test email to yourself.

```
<!DOCTYPE html>
<html lang="en">
<head>
<meta charset="UTF-8">
<meta name="viewport" content="width=device-width, initial-scale=1.0">
<style>
  body {
    font-family: Arial, sans-serif;
    text-align: center;
    margin: 0;
    padding: 0;
    background-color: #f4f4f4;
  }
  .container {
```

```
max-width: 600px;
margin: 0 auto;
padding: 20px;
background-color: #ffffff;
border: 1px solid #e3e3e3;
box-shadow: 0 2px 10px rgba(0, 0, 0, 0.1);
}
h2 {
  color: #333333;
}
p {
  color: #666666;
  line-height: 1.6;
}
strong {
  color: #333333;
}
</style>
<title>Product price update tool</title>
</head>
<body>
<div class="container">
  <h2>Product price update tool</h2>
  <p>Dear [Customer's Name],</p>
  <p>We appreciate your valued patronage at [Company Name]. We would like to inform you
  about an important update regarding product prices.</p>
  <p>Based on the date of opening this email, the price of the selected product is as
  follows:</p>
  <p><strong>Current Price:</strong></p>
  <p></p>
  <p>$ </p>
  <p>It's important to note that the above-mentioned price is valid based on the date of opening
  this email. Our dynamic system ensures that the price reflects the most recent information
  available in our warehouse.</p>
  <p>Please be aware that at [Company Name], we strive to provide attractive deals and
  high-quality products. As a result, you might notice variations in prices on different days as our
  prices adjust according to the available stock in our warehouse.</p>
  <p>We appreciate your understanding and continued support. If you have any questions or
  concerns, please feel free to reach out. We're here to assist your needs.</p>
  <p>Sincerely,<br>
  [Sender's Name]<br>
  [Company Name]</p>
```

Customer Service Team</p>
</div>
Beta: Jimmy Backend
</body>
</html>

Product price update tool

Dear [Customer's Name],

We appreciate your valued patronage at [Company Name]. We would like to inform you about an important update regarding product prices.

Based on the date of opening this email, the price of the selected product is as follows:

Current Price:



\$ 78.90

It's important to note that the above-mentioned price is valid based on the date of opening this email. Our dynamic system ensures that the price reflects the most recent information available in our warehouse.

Please be aware that at [Company Name], we strive to provide attractive deals and high-quality products. As a result, you might notice variations in prices on different days as our prices adjust according to the available stock in our warehouse.

We appreciate your understanding and continued support. If you have any questions or concerns, please feel free to reach out. We're here to assist your needs.

Sincerely,

[Sender's Name]

[Company Name]

Customer Service Team

2.- Note the dynamic price:

After sending the email, open the email and you will notice that the price shown in the email corresponds to the current price in the system database. This demonstrates how RealTimePriceMailer dynamically updates prices in real time.

3.- Change Price (Optional):

If you wish, you can ask us to access the system database and change the price of the demo product to a value of your choice. so that you see that the price is what you said it was.

4.- Recheck the email:

Open the demo email again and you will notice that the price in the email has been updated to match the new price you set. This demonstrates RealTimePriceMailer's ability to reflect changes instantly.

This test will help you experience firsthand how RealTimePriceMailer works and maintains real-time pricing accuracy in email communications.

Further Considerations and Benefits:

Enhanced Customer Engagement: RealTimePriceMailer not only ensures accurate pricing but also engages customers by offering them a unique and interactive experience. Customers will appreciate the convenience of receiving up-to-date information directly in their email.

Data-Driven Insights: The tool provides valuable insights into customer behavior, such as which emails were read, which products garnered more interest, and the timing of customer engagement. These insights can guide future marketing strategies.

Reduced Friction: By eliminating the need for customers to navigate to a website to check prices, you reduce friction in the buying process. This streamlined experience can lead to higher conversion rates and customer satisfaction.

Customization and Branding: The tool's email templates can be customized to match our branding and communication style. This ensures a consistent and professional appearance across all email interactions.

Responsive Design: The email templates generated by the tool are designed to be responsive, ensuring that customers can view dynamic prices on various devices, including desktops, tablets, and smartphones.

User-Friendly Interface: The system's intuitive interface allows you to easily manage product details, update prices, and monitor customer interactions. No technical expertise is required to use the tool effectively.

Support and Maintenance: We offer ongoing support and maintenance to ensure the tool continues to function seamlessly. This includes updates, troubleshooting, and addressing any inquiries.

Cost Efficiency: RealTimePriceMailer offers a cost-effective solution to improve customer communication and enhance the shopping experience. The potential increase in customer satisfaction and conversions can provide a substantial return on investment.

Moving Forward:

With your approval, we can integrate RealTimePriceMailer into our email marketing strategy to revolutionize how we communicate with our customers. By offering real-time prices, transparency, and a seamless experience, we'll be better positioned to stand out in a competitive market and build stronger relationships with our valued clients.

Software Requirements:

To effectively deploy and utilize RealTimePriceMailer, the following software components are essential:

Web Server with PHP and MySQL Support:

You'll need a web server that supports PHP scripting language and MySQL database management system. Ensure that your server environment is compatible with PHP versions up to 7.5. This will enable the dynamic generation of price images and seamless interaction with the database.

Custom PHP Price-to-Image Conversion Code and In-House Framework:

The core of RealTimePriceMailer is a custom PHP script that converts product prices into dynamic images. This script, developed in-house from scratch, should generate image content on-the-fly based on the prices fetched from the MySQL database. Our experienced team, with over 25 years of development expertise, handles the entire process using our proprietary framework. This approach eliminates the need for unnecessary licensing costs associated with third-party frameworks.

MySQL Database for Product Information:

A MySQL database will store essential product information, including prices, descriptions, and images. Ensure that your web server supports MySQL databases and that you can easily manage and update product data within this environment.

Domain and Hosting with Email Capability:

Choose a reliable domain and hosting service that provides the necessary resources for your website. Additionally, your hosting service should enable you to send mass emails. Make sure

your hosting plan includes features like SMTP (Simple Mail Transfer Protocol) and the necessary email sending limits for your customer base.

Additional Considerations:

SSL Certificate (Recommended):

For security reasons, consider obtaining an SSL certificate for your website. This will enable secure data transmission between your web server and users' devices.

Collaboration with IT Team:

Working closely with your skilled IT team, who have a proven track record of developing and managing custom frameworks, ensures that the software requirements are met effectively. They can assist in setting up the server, implementing the custom PHP code and in-house framework, configuring the MySQL database, and ensuring smooth email sending.

By fulfilling these software requirements and leveraging our extensive experience, you'll be well-equipped to harness the power of RealTimePriceMailer and enhance your email communication strategy without unnecessary licensing expenses.

Use Case Scenario: RealTimePriceMailer in Action

User: Jane, an online retailer specializing in electronic gadgets and accessories.

Scenario:

1. Setting Up Product Database:

Jane populates the system's product database with the latest electronic gadgets and accessories she offers. She includes product names, descriptions, images, and prices.

2. Creating an Email Campaign:

Jane plans a special promotion for a new line of gadgets and decides to send out an email campaign to her loyal customers. She designs an enticing HTML email template with the RealTimePriceMailer code snippet embedded.

3. Generating Dynamic Price Image:

The RealTimePriceMailer script generates dynamic price images for each product, fetching real-time prices from the database. These images are included in the email template.

4. Sending Personalized Emails:

Jane imports her customer list into the system's mass email tool. She composes a personalized message and includes the HTML email template with the dynamic price images. The tool sends out individualized emails to each customer.

5. Email Reception by Customers:

Customers, including Alex, receive the email in their inboxes. Alex is interested in a particular gadget and opens the email to find the price displayed in an image.

6. Real-Time Price Display:

As Alex opens the email, RealTimePriceMailer fetches the current price of the gadget from the database and dynamically updates the price image. Alex sees the exact current price of the gadget.

7. Engagement and Decision:

Impressed by the real-time pricing, Alex clicks on the product image in the email. He is directed to Jane's website, where he finds more details about the gadget. The accurate pricing builds trust, and Alex decides to make a purchase.

8. Purchase and Order Confirmation:

Alex adds the gadget to his cart and proceeds to checkout. During checkout, the system displays the same accurate price. After completing the purchase, Alex receives an order confirmation with the confirmed price.

9. Price Update Post-Purchase:

A few days later, Jane needs to adjust the price of the gadget due to market changes. She updates the price in the database, and RealTimePriceMailer ensures that any subsequent emails to customers display the new price.

Outcome:

RealTimePriceMailer enhances Jane's email marketing strategy by providing accurate real-time prices to her customers. This transparent and personalized approach not only captures customer attention but also drives conversions. Jane appreciates the efficiency of updating prices in a centralized manner and observing the positive impact on her business.

By witnessing this scenario, Jane realizes how RealTimePriceMailer revolutionizes her communication with customers and establishes a valuable tool for her business growth.

Use Case Scenario: RealTimePriceMailer in Action (Continued)

User: Jane, an online retailer specializing in electronic gadgets and accessories.

Scenario:

Price Update Post-Purchase (Continued):

A few days later, Jane needs to adjust the price of the gadget due to market changes. She updates the price in the database, and RealTimePriceMailer ensures that any subsequent emails to customers display the new price.

New Customer: John, a Tech Enthusiast

Discovery of the Promotion:

John, a tech enthusiast, receives the email promotion from Jane's store. The email showcases a gadget he's been eyeing.

Real-Time Price Display:

Upon opening the email, RealTimePriceMailer fetches the updated price of the gadget from the database and dynamically updates the price image. John sees the current price of the gadget.

Exploring the Product:

Intrigued by the product, John clicks on the image to explore further details on Jane's website. He is impressed by the specifications and the transparent pricing.

Deciding to Purchase:

John decides that the gadget aligns with his needs and clicks the "Buy Now" button. The price displayed during checkout matches the one he saw in the email, confirming the transparency of the process.

Outcome:

Through RealTimePriceMailer, Jane successfully communicates real-time price changes to her customers like John, ensuring they receive accurate and updated information. Although John's experience with the promotion starts after the price adjustment, he remains satisfied because he perceives a consistent and transparent process.

Both customers, Alex and John, feel confident in their purchasing decisions due to the accuracy of the pricing. Jane, on the other hand, appreciates the tool's capability to prevent potential conflicts and misunderstandings between customers and her business. The RealTimePriceMailer tool demonstrates its value in fostering trust and satisfaction among customers while streamlining Jane's marketing efforts.