

Alchemy Worx Services Document

Consultancy Retainer

Monthly fee to cover areas such as:

- Reporting Analysis
- Strategic Development
- Campaign Planning
- Test Programme

Email Strategy /Strategic Consultancy

One-off fee to cover areas such as:

- Reporting Analysis
- Strategic Development
- Campaign Planning
- Test Programme

Email Audit

- Competitor Review
- Best Practice Assessment
- Historic Data Analysis
- Subscriber Analysis
- Subscription Process Audit

Campaign Planning

- Email Communication Plan
- Editorial Content Plan
- Test Plan

Welcome /Other Triggered Programmes

- Welcome Programme Contact Strategy
- Test Plan
- Welcome Message Production
- Welcome Message Reporting

Subscription Process Audit

- Assessment of current subscription process
- Development of subscription process strategy

- Analysis of Competitor strategies
- Recommendations to optimise process

Outsourced Production

- Design & HTML
- Copywriting
- Campaign Management
- Testing, delivery and deployment
- Reporting and analysis

Campaign Reporting

Dashboard report

- Coming soon...

Snapshot report

- Heatmap
- Campaign Metrics

Subscriber Behaviour Analysis

- Reach
- Frequency
- Engagement metrics
- Purchase propensity
- Recency
- ROI by subscriber subscriber segment

Email Health Check

- Email customer journey assessment
- Business goal and objectives quantification
- Creative and design review of a sample of Client's emails
- Review of 3 competitors' email programmes
- Reporting review
- Deliverability check

Additional Services

Mobile Rendering (based on screen size)

This will automatically display according to the opening environment, whether Desktop, Mobile or Tablet. Using CSS code Alchemy Worx can adapt the design so that elements such as the layout, spacing, font sizes and button formats are displayed to match the recipient's reading experience.

The benefits of this method are:

- Seamless rendering of an appropriate template for multiple opens by the same recipient using more than one device
- Distinct versions for each device are not required, minimising the additional resource and timescales needed to produce the emails
- Changes to the copy need only be made once per version and are not duplicated for each mobile environment

Landing Pages

Landing pages and data capture forms can be set using the form functionality within the ESP platform or as a standalone page in a frame.

Data Hosting

Alchemy Worx will offer a unique domain for clients who wish to outsource their data hosting – this required development time from our tech teams

Translation Services

Alchemy Worx will manage a translation agency on behalf of the client. Translations services are provided using the following types:

- Literal/ Straight Translation
- Cultural Translation
- Transcreation (Creative Translation)

NPS Survey

Net Promoter Score survey to be deployed on a quarterly basis to all subscribers

Aim of the survey is to monitor:

- Value of email to subscribers
- Brand perception
- Brand awareness
- Net Promoter Score for the email audience

Training

This provides clients with a general overview of email best practice and can be tailored for each request.