

Smarter Email Marketing for Technology Companies

IntelliMail is a complete email marketing service for technology companies that includes prospect database development, target audience segmentation, industrial-strength email delivery capability, and sophisticated reporting at reasonable costs.



IntelliMail

IntelliMail Features:

IT Database:

Use of our proprietary database of over 1.2 million IT and Line of Business executive contacts

Tech-Relevant Segmentation:

Database segmentation using major installed technologies in addition to standard B2B demographics – like company size, vertical market, geography, contact function, etc.

Multi-wave Email Delivery:

Full-service email delivery using our industrial-strength email blasting tool

Response Contacts:

Delivery of the full-contact records for all click-responders (standard) and open-responders (additional fee).

HTML Email Development:

Optional development of HTML email communicating your solution/value proposition with impact

Reporting:

Optional dashboard reporting of email performance metrics

Pricing:

[Click Here](#)

A Better Approach

There are many email marketing service tools on the market today, like Constant Contact, MailChimp, etc. But unfortunately, having a subscription to one of these tools, doesn't get your email marketing accomplished. For starters, you need a database, properly defined and segmented for your business; plus you need a compelling message to deliver to your targets implemented in an HTML format. And finally, you need a methodology for delivering ongoing campaigns that is effective but respectful of your audience.

IntelliMail

IntelliMail is a complete email marketing service that is fully self-contained, from development of the prospect database to delivery and measurement of results. We have all the tools, and we wrap critical services around them so the promise of email marketing can be realized. Email continues to be one of the most effective ways to keep in touch with existing customers and reach out to prospective ones. Don't waste your time and money on partial solutions that don't really work, yet still absorb too much of your time.

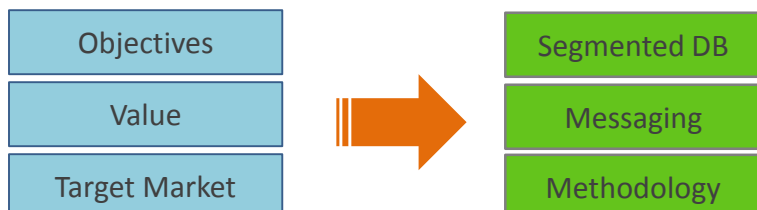
How it Works

Essentially, we become your email service provider. We'll work with you to understand your objectives, value proposition, and target market. From there we define a segment of our prospect database that would be a match to your criteria. You can supply the messaging in HTML email format, or we can provide that as an optional service. Once the messaging has been developed and approved, we will propose the blast methodology. This may include multiple deliveries to the database to optimize open rate and click-thru rate, and will be based on best practices as learned over hundreds of campaigns.



powered by markITelligence

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Our Clients

Our clients include VMware, Arrow ECS, Veeam Software, IBM Intigua, 5Nine Software, Riverbed Technologies, many of their business partners and others. Take our Test Drive and learn why IntelliMail makes sense for technology organizations

Our Database

We track over 100 technologies in our database in the areas of:

- Application Software
- System Software
- Mainframe/Server Hardware
- Infrastructure Technology
- Networking/Telephony
- Call Center
- Security

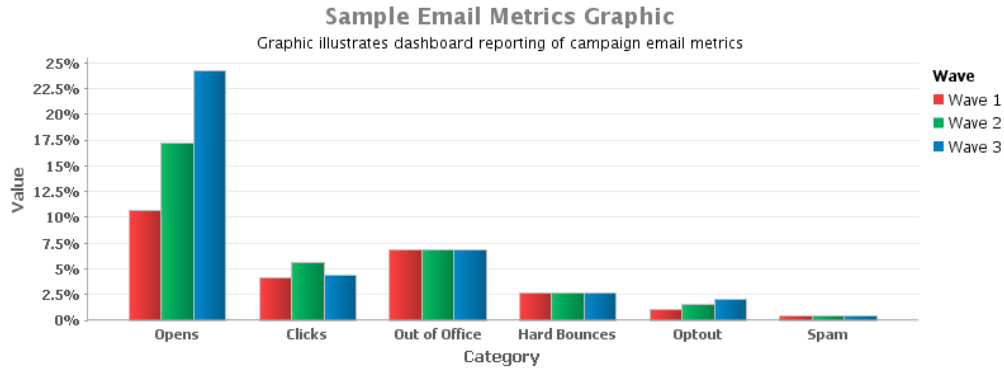
Why IntelliMail?

Stale lists, contact attrition and opt-out rates are on-going challenges facing all email marketers. That's why IntelliMail is the perfect complement to your existing digital and database marketing processes. You'll get access to a new pool of contacts, drive better response and add new contacts to your in-house databases. We'll be adding value data intelligence. The combination is powerful.

Email Metrics and Reporting

We provide the full contact records for anyone in the database who has clicked on a link in the email as a standard part of every program. We can also deliver the full contact records for any of the "opens" for an additional fee. The opens can be a great way to build up a prospect database since they tend to reflect 10 to 20% of the starting universe of prospects and represent fully valid contact records, many of whom opened the email because they were attracted to the topic.

Different campaigns will have different performance standards for opens and clicks. We can advise you on what the expected ranges should be and will keep you apprised of your campaign's metrics via regular reporting including your own regularly updated campaign dashboard that may look something like this:



Get Started on Our Pro Plan

We invite you to give IntelliMail a try.

[Click here for IntelliMail Pricing](#)



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