

StrongMail On-Demand

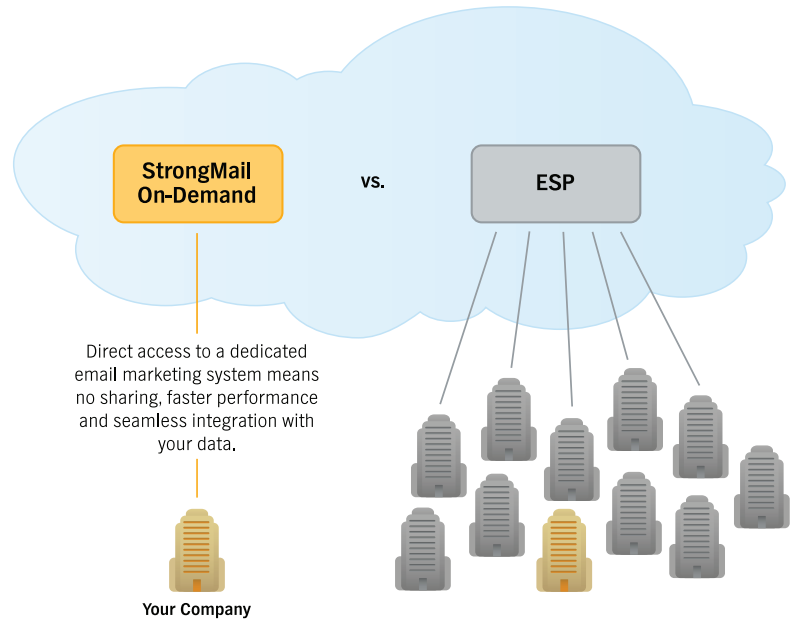
All the benefits of an on-premise email system without IT requirements



Key Features

- > Sophisticated campaign management
- > High-performance email delivery
- > Real-time data integration
- > Setup, support and deliverability services
- > Dedicated application
- > Maximum portability

StrongMail On-Demand is a comprehensive, turnkey solution for marketing and transactional email offered as a dedicated system that overcomes the shortcomings of the traditional SaaS (Software-as-a-Service) model offered by email service providers (ESPs). Only StrongMail combines its wide range of services with a dedicated email marketing solution that eliminates resource sharing and provides total control over campaigns – all with no hidden fees.



“With StrongMail On-Demand, it now takes us half as much time to create, test and deliver our email marketing messages, leaving us more time to focus on other critical areas of our business.”

Richard Bewley
Online Marketing Manager
Best of the Best

With StrongMail On-Demand, any company, regardless of IT resources, can leverage the many benefits of StrongMail’s industry-leading email marketing platform and services, including high-performance email delivery, real-time data integration, sophisticated campaign management and superior deliverability. StrongMail On-Demand gives companies the ultimate flexibility to change volume requirements and even switch from an on-demand to on-premise license model as business needs dictate.

StrongMail On-Demand includes a host of expert services for setup, support and deliverability to ensure maximum ROI from your email programs. Featuring “lights out” administration, StrongMail’s technology leverages world-class cloud hosting services from market-leader Rackspace Hosting.

All the services traditionally associated with outsourced email service providers are now available with StrongMail’s proven technology. StrongMail On-Demand lets you focus on developing highly relevant and effective email programs without spending time managing the technology behind it. Whether you’re switching from an email service provider or a custom in-house solution, StrongMail’s comprehensive services ensure an expedited and seamless transition.



Hosting services provided
by Rackspace® Hosting.



About StrongMail Systems, Inc.

StrongMail enables marketers to forge meaningful, profitable and long-lasting connections with their customers through email marketing and social media.

Offering a comprehensive suite of technology and services, StrongMail takes a fundamentally different approach to traditional email service providers that offers many unique advantages to brands. StrongMail's dedicated solutions offer the lowest total cost of ownership of any enterprise email marketing solution and easily integrate with customer data sources to help marketers improve the performance of their email marketing campaigns.

StrongMail's email and social CRM agency provides industry-leading strategic and creative services to help marketers listen, learn, engage and influence best customers.

It's these differences that have led Fortune 2000 brands to switch to StrongMail.

To learn more about StrongMail, please visit www.strongmail.com.

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StrongMail On-Demand Components

Campaign Management

- > **StrongMail Message Studio** – Take control of your email programs and maximize results with 100% visibility of campaign performance, real-time connectivity and superior deliverability technology.
- > **StrongMail Transactional Email Module** – Transform generic, plain-text transactional email into highly branded and personalized messages to drive incremental revenue through relevant cross- and up-sell offers.

Getting Started

- > **StrongStart On-Demand** – Leverage a wide-range of services to get up and running and in full production quickly and effectively. The three-stage engagement includes setup, a production mailing program and program strategy to expedite the initial set-up process and optimize system settings for maximum deliverability, ROI and results.

Email Deliverability Services

- > **Delivery Monitoring** – StrongMail's resident email deliverability experts will actively monitor your email delivery and work to resolve critical deliverability issues as soon as they arise. Enhanced monitoring, including inbox placement, is included for StrongDelivery Tools subscribers.
- > **ISP Remediation** – Should you encounter delivery issues at an ISP, our deliverability experts will identify the problem and leverage their industry relationships to help you resolve them.
- > **Deliverability Support** – Improve your ability to reach your target audience with expert consultation and advice on deliverability best practices and trends that may impact your deliverability rate.
- > **Periodic Deliverability Reviews** – A dedicated account manager will periodically conduct a review of your campaign performance to help maximize delivery rates.
- > **Live Updates** – Maintain high deliverability with automatic updates to StrongMail's advanced sending technology, including the latest domain/MX throttle configurations, bounce filter definitions and other ISP anti-spam parameters.

Ongoing Support and Maintenance

- > **Platinum Support** – Receive StrongMail's highest-level support with 24/7, one-hour response times from a team of StrongMail product experts, and access to latest product releases, new features and enhanced functionality.
- > **Hosting & System Administration Services** – "Lights out" administration is made possible by market-leader Rackspace® Hosting, with IT requirements and ongoing maintenance conducted by StrongMail's in-house experts.

Optional Products and Services

- > **StrongDelivery Tools** – A powerful complement to Message Studio delivery reporting, StrongDelivery Tools offers such advanced features as campaign preview, blacklist alerts and inbox monitoring.
- > **Strategic Services** – From transitioning all your email programs from an ESP, to expert set up, optimization and consultation on industry best practices and program design, StrongMail offers a comprehensive set of strategic and creative services.
- > **Message Studio Training** – A broad range of classroom and web-based training classes will help you get the most out of Message Studio's sophisticated yet easy-to-use features, including hands-on exercises and customized instruction based on your specific environment and email objectives.

