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# Pure // product and service overview

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## Welcome to Pure

This guide is designed to give you a brief overview of the products and services Pure provides to help you develop your eMarketing. If you'd like more information on any of the products featured in this guide, just ask your Account Manager.

## The Pure approach

When it comes to email marketing, we don't believe that one-size fits all. This is why we let our customers choose the functionality they require from a range of additional features.

Our flexible approach to software means you get the features you require for your business without paying for those you don't need. We've found it's the most cost-effective method for our customers and allows us to offer completely bespoke email marketing solutions for small, medium and large companies.

## PureResponse – allowing you to create, deliver and track your email marketing

PureResponse is all you need to create, deliver, manage and measure a professional email campaign. Using online software with a simple point and click interface, it's an intuitive system that takes you through a simple three-step process: create your message, upload a list then deliver your campaign into the inboxes of your audience. PureResponse is hosted online so there's no software to install and anyone in your company can create powerful, personalised, professional campaigns in minutes then track and analyse the results.

## Additional products for use with PureResponse

In addition to PureResponse, we offer a range of options for you to create an email marketing system tailored to your specific needs. Choose from any number of the following features to create advanced or bespoke functionality that fits your marketing strategy.

### Advanced eMarketing Toolset (AMT)

The Advanced eMarketing Toolset gives you the tools to put your email marketing to the test before it reaches your audience. Suitable for marketers of all levels, the Advanced eMarketing Toolset checks every message to ensure you'll receive the best open and deliverability rates possible for each campaign you send through PureResponse.

#### Automatic Subject Line Selector

Send out your campaign with multiple subject lines and this tool will analyse the open rate of an initial proportion to see which is most popular – all further messages automatically adopt the most successful subject line.

#### Deliverability Checker

Performing over 270 tests on your message, the Deliverability Checker alerts you to problems that might affect the way your email appears in different email clients (Outlook, Hotmail etc) or may increase the risk of it being marked as spam, allowing you to modify it accordingly.

#### Multiple Test Addresses

Check your campaign will display exactly as you intended by sending it to your choice of up to 10 email addresses. By actually seeing your message in a variety of email clients, you can be sure your message will display in exactly the way you intended.

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## Enterprise eMarketing Toolset (EMT)

The Enterprise eMarketing Toolset is designed to further increase your open rates, serve content targeted to your audience and analyse your campaign with pinpoint accuracy. Designed for advanced marketers, it's a feature-rich package that allows you to create sophisticated and successful campaigns using the latest developments in email marketing technology.

### Intelligent Time Sending

Everyone reads their emails at different times and Intelligent Time Sending analyses when each of your recipients will be most responsive to your marketing. Using information based on when people have opened and clicked-through on previous messages, or opted-in and subscribed to your marketing, everyone on your list will receive your email at the time they're most likely to read it and click-through.

### Dynamic Content

Create a single email template that delivers relevant and targeted content to every member of your database. Dynamic content allows you to deliver personalised articles, product offers or calls-to-action based upon a recipient's demographic information, personal preferences, purchase history or online activities. Companies using a personalised approach to email marketing regularly report results that are four to eight times better than those of static campaigns.

### Enterprise Level Reporting

Enterprise Level Reporting is designed to give you the highest level of campaign analysis possible, quickly and effectively evaluating data to identify and monitor trends within your campaigns. Measure your success by comparing results to those of previous campaigns or against industry TANK averages. See who opened your email and when, targeting them accordingly in future. Automatically create a list of the people who didn't open your email and re-target them with a different message. Break results down by domain name to find out who's most responsive to your marketing and the messages that work for them.

### Filter by 'Date Since Sign-up'

Filter your recipients by the date on which they signed up to your website or newsletter. This gives you the flexibility to send targeted messages based on how long people have been on your database, maintaining your conversion rates and preventing your email lists from stagnating.

### Recurring Deliveries

Create automatically triggered welcome, reminder or feedback messages or even structure a multiple message campaign in one go. Recurring deliveries allow you to improve the customer experience and communications strategy from your website.

### Dynamic 'From' Description

Quickly and easily manage the text that describes who your emails are from. If you're producing marketing messages for a number of clients, brands or even different salespeople, the Dynamic 'From' Description means your emails can come from whoever you want them to.

## One-to-one

The one-to-one module allows you to apply the same benefits of bulk email marketing technology to one-to-one messages. Ideal for sales, customer service and telemarketing teams one-to-one allows you to deliver personalised, branded and trackable emails every time you communicate with a customer. One-to-one also allows you to centrally control the branding and content of your company's email collateral and evaluate which elements of your designs are working the hardest.

## List Builder Interface

A simple form you can add to any page of your website, Pure's list building Interface is the ideal way to grow and manage your email marketing database. It couldn't be easier, using a pre-configured piece of HTML code, every time a person enters their details into the form, the data is automatically added into your list in *PureResponse*.

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## Event Triggers

Pure's event triggers notify you by email the moment any of your recipients open, opt-in, opt-out or click on a link in your email. This allows you to respond instantly to hot leads, boost customer retention and increase your conversion rates, all without logging in to PureResponse.

## Email Masking

Email Masking means that the messages your customers receive will all appear to come from your email address. This gives you brand consistency, increases customer confidence and prevents anti-phishing filters mistaking your messages for spam – meaning more of your messages will get through and get read.

## Post-click Tracking

Find out exactly where your customers go and what they do once they've clicked on your marketing message. Post-click tracking gives you the clearest possible picture of customer activity, from which pages they visit to how much money they spend and how many items they buy, allowing you to optimise your email and website accordingly.

## Transactional Emails

Emails that confirm a purchase or provide delivery or account details are always relevant to the recipient and therefore rarely ignored. The Transactional emails module allows you to turn each one into a valuable marketing communication, acting as a new and cost-effective addition to your email strategy.

## Language Module

Pure's language module gives your marketing international reach and ensures you deliver a professional email campaign in every country. By translating the character set, 'send to a friend' and 'unsubscribe' options of your email into the correct language for over 25 countries, you can ensure your messages won't be marked as junk and that your campaigns abide by EU law.

## Date Triggered Emails

Pure's Date Triggered Emails allow you to automatically send out tailored emails on specific dates or at specific intervals. Use it to improve customer relationships with birthday messages or boost sales with product or service renewal reminders.

## Guaranteed Bandwidth Booking Service

If you need your emails to be sent within a specific timeframe, Pure can offer you the option to 'book' guaranteed bandwidth and give your campaigns priority within our servers. All users can currently schedule the time of a campaign delivery but this service guarantees the delivery 'speed' you require.

## Branded Collateral

Pure offers the ability to rebrand any of our standard opt-out, send to a friend and thank you pages that are linked to from your email marketing messages. Branded with your company's look and feel, customers who click on any of these links will be presented with a page consistent with your website or email design.

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## Integration

PureResponse can be seamlessly integrated into your website, Customer Relationship Management (CRM) system or other software application giving you a single, powerful, integrated system that can also deliver SMS and email marketing. Upload mailing lists, create messages and schedule deliveries all from within your current application keeping all of the functionality of PureResponse.

## Consultancy

Our entire team is based in the UK – this means our Account Management and Technical Support Teams are available during your business hours. Pure will provide you with a dedicated Account Manager who will take a keen interest in your campaigns, providing consultation and guidance on request.

## Services for high volume senders and resellers

### Pure Unlimited

Most email marketing providers can't provide a dedicated service for high volume senders – that's why we created PureUnlimited. We'll give you your own fully managed server, eradicating cost-per-email charges for your high volume sending, and offer you unparalleled delivery speeds. PureUnlimited is so cost-effective for big brands that our customers often recoup their set-up costs within three months. Contact us now to find out how PureUnlimited can open up the world of email marketing to you at a fixed price, forever.

### Whitelabel

If you're a web developer, marketing agency, software reseller, email list broker, data warehousing or database analytical company, you can offer PureResponse to your customers under your own branding. Get the benefits of excellent ongoing revenue opportunities and support from our expert account management team without the headaches of maintaining the system yourself. Choose between providing a solution that you manage, giving your customers access to live reporting or allowing them to create, deliver and analyse their campaigns in a web-based interface branded to your look and feel.

**Please complete the form below if you would like more information on any of the features detailed within this guide.**

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## Information Request

If you would like some more information on any of the products contained within this guide then please print, complete and fax this form back on **0870 765 7227**.

Name:

Company name:

Telephone:

Email Address:

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This guide is continually updated with our new software developments. If you require a solution which doesn't appear in this guide, please call Pure on **0870 765 7222** to ask about our latest product releases.