



**Starter Pack**

All our hosted customers receive our starter pack. This pack is designed to get you up and running in the fastest possible way.



As well as creating your online instance with your unique login and password, the setup pack also covers the creation of your sending identity and **mapping of the domain** as specified with your account manager. All these factors take time and effort.



Once your sending infrastructure is up and running this pack also includes the training needed to ensure you are fully competent with the tool and its depth of features. Your starter pack includes a one delegate on our UK wide public training course. The training is uniquely designed to deliver a great level of knowledge in the product. Following your attendance to the training course you will be granted access to our online academy, here you can experience video learning to re-enforce the content of the course or venture into new features. The final part of your training experience is 4 training tokens redeemable as a 2 hour training session over the internet on topics of your choice



The final component is the creation of a set of best practice templates for e-mail, landing zone and survey, based around your design choice. As well as unlimited access to our "off the shelf" template area.

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|---|---|--|--|---|---|
| <p><b>F3</b></p> <ul style="list-style-type: none"> <li>• Dynamic Content</li> <li>• Surveys</li> <li>• Web capture form</li> <li>• CRM Integration engine</li> <li>• Inbox testing (Outlook/Gmail)</li> </ul>  | <p><b>£500</b><br/>per month</p>                  | <p><b>£700</b><br/>per month</p>                         | <p><b>£900</b><br/>per month</p>                           | <p><b>£1400</b><br/>per month</p>               | <p><b>Starter Pack</b><br/><b>£2000</b></p> |
| <p><b>F2</b></p> <ul style="list-style-type: none"> <li>• Content rating</li> <li>• iScore</li> <li>• Inbox testing (Outlook/Gmail)</li> <li>• Web tracking/Google Analytics</li> <li>• Landing zones</li> <li>• Extended campaign reporting</li> <li>• Open &amp; click through analysis</li> <li>• A/B Testing</li> <li>• Bounce Management</li> <li>• Unsubscribe and refer to a friend</li> <li>• HTML Editor.</li> <li>• Hot Spot results</li> <li>• Group Builder</li> <li>• Follow-up triggered emails</li> <li>• Spam Checking</li> </ul> | <p><b>£380</b><br/>per month</p>                  | <p><b>£500</b><br/>per month</p>                         | <p><b>£700</b><br/>per month</p>                           | <p><b>£900</b><br/>per month</p>                | <p><b>Starter Pack</b><br/><b>£1500</b></p> |
| <p><b>F1</b></p> <p><b>GatorMail Lite</b></p> <p>Designed to be easy to use.</p> <ul style="list-style-type: none"> <li>• Fixed format templates</li> <li>• Upload your own HTML</li> <li>• Bounce management</li> <li>• Open and click analysis</li> </ul>   | <p><b>£100</b><br/>per month</p>                  | <p><b>£150</b><br/>per month</p>                         | <p><b>£200</b><br/>per month</p>                           | <p><b>£250</b><br/>per month</p>                | <p><b>Starter Pack</b><br/><b>£500</b></p>  |
|   | <p>Zero to 150,000 per annum</p> <p><b>V1</b></p> | <p>150,000 to 1/2 million per annum</p> <p><b>V2</b></p> | <p>1/2 million to 3 million per annum</p> <p><b>V3</b></p> | <p>3 - 6 million per annum</p> <p><b>V4</b></p> |   |

