

## Collaborative Email Services

Email has long been regarded as a cheap, fast, and easy way to push a marketing message. Times have changed. Mass-distribution of irrelevant and poorly targeted email content is no longer acceptable. As your consumers grow increasingly resistant to the uninteresting chaff choking their inboxes. The challenge shifts towards an email solution which allows you to use multiple channels, re-use existing creative assets, and integrates with your website content – all while incorporating the ability to monitor, measure and refine campaigns in real-time. Marketers need to produce engaging content with compelling creative delivered at the right time, to the right place, for the right customer.

A tool is only effective as the hand wielding it. This old adage very much applies to current day email marketing. You can have the best tool in the world, but if you don't have the knowhow or strength to wield it, you cannot realize its full value. Don't let this happen to your email marketing! Through Alterian's Managed Services Consultancy, we can offer a full range of collaborative services that address all of the major pains faced by email marketers. These services can be broadly grouped into six categories:

### Campaign Management Services

Engage with the consumer on an individual level through triggered emails and SMS to make email campaigns an interaction not an interruption. Our services team will develop your campaign from conception all the way to reporting and benchmarking, while assisting you in making the right decisions that yield success for your marketing campaigns.

- Email Campaign Review
- Email Campaign Deployment
- Data Capture Forms and Surveys
- Triggered Emails
- PURL Campaigns
- SMS Campaigns

### Social Media Services

Social media provides a perfect complement to email campaigns because it provides access to a highly receptive channel that extends the reach of your content. Consumers can now share content, such as promotions, to help your campaigns go viral. The ability to track this content provides insight, such as the social contributor rate, that measures the influence of a customer in social media. This intelligence helps determine which social networks are the best fits for sharing your brand.

- "Share" Button Integration
- Content Tracking and Reporting
- Marketing Measurement, Brand Assessment & Program Performance Reports

### Data Analytics and Insight Services

Traditional email analytics, such as open and click-through rates, are essential to report on the overall success of the campaign. However, these analytics alone cannot provide a clear view of the individual customer. Alterian's Managed Services Consultancy provides report capabilities to determine the type and frequency of communications. Merging this information with other data points, such as purchases and web site behavior, will enhance future segmentation while providing an overall view of how your email campaigns are performing on a one-to-one level.

- Response Analytics
- WebJourney Analytics
- Leveraging 3rd Party Web Analytics Tools

### Strategy Services

Consumers have higher expectations of emails coming to their inboxes, which forces marketers to refine their strategy to avoid customer dissatisfaction. Alterian's Managed Services team contact strategy map will include recommendations on multiple email programs. A strategy will be developed across channels with the goal of determining the optimal email cadence while delivering relevant content that improves ROI while adhering to compliance practices.

- Email Program Best Practices
- Compliance Best Practices
- Maximizing Email ROI
- Email Program Strategy & Design

### Development Services

Alterian's technology platform allows marketers to communicate across multiple channels and our Managed Services team uses this knowledge for creating a cross-channel approach to email. We will provide deployment strategies for email, SMS, social media and web that utilize industry best practices to create and optimize content. By understanding your capabilities and goals, Alterian can orchestrate a messaging rhythm that incorporates testing within and across channels. A carefully crafted multi-channel campaign can generate a significant lift in conversions.

- Template Development
- Content Optimization
- Landing Page Creation & Optimization
- Multi-Channel Integration & Testing
- Domain Customization
- Interactive Component Development

### Delivery Services

Deliverability still remains the highest priority for email because even the right message, through the right channel, at the right time can't engage with a customer if they never receive the email. Through our partnership with Pivotal Veracity, your email will be optimized and benchmarked, no matter how your recipients set-up their email clients. In addition, Alterian's Managed Services Consultancy conducts weekly analyses for deliverability and IP warming, all with an eye on ensuring that your carefully crafted marketing messages reach their intended audience.

- IP Warming
- Deliverability Services
- Pivotal Veracity

At the end of the day, Alterian's collaborative email services are geared to help you get the most out of your email programs.

### Contact

**If you're considering sophisticated or simple email or SMS programs, Alterian is your partner of choice – enabling better email, SMS, and social media engagement. For more details, please contact [info@alterian.com](mailto:info@alterian.com) or call +1 312 884 5321.**