

ePromo Service by ACL

It consists of our in-house developed ePromo.RAM program and our experience in professional web page design, e-mail marketing and IT. Its sole function is to help you deploy and manage your marketing campaign efficiently and effectively.



CREATIVE SOLUTIONS FOR CHANGE

Your message

- You can provide the design or let our designer take care of it.
- Flexible formats: web page (HTML), graphical, Flash and/or plain text.
- Personalization option is available, e.g. Dear Mr. Doe, or MPDC Membership no.: 88888888
- Message size and dimension will be optimized before it is sent.
- for html based message, a plain text message is also attached to ensure any e-mail program can open your message properly.

Your contact list

- Rigorous error detection in e-mail address syntax
- De-duplication: no e-mail address will be stored more than once.
- Grouping / segment: multiple groups / segments per e-mail address. Our e-mail engine has built-in function to ensure only 1 e-mail message is sent to the same e-mail address even if it belongs to multiple groups / segments.

Follow up

- Every response message is read and handled accordingly. A bounced message can be caused by reasons such as vacation message / out of office, full mailbox, e-mail change, disabled e-mail, invalid address, blocked, etc.
- tracking and reporting

Email record level:

- last flyer sent and when
- status (sent, bounced, deferred)
- groups / segments
- unsubscribed date if applicable

Campaign level:

- number of emails sent (tried / successful)
- number of emails opened (clicked)
- new subscribers
- unsubscribed

Custom reports are also available upon request.

Your Cost

- no additional hardware required
- no additional software to be installed
- no technical staff required
- no setup charge, just simple competitive pricing based on usage.

What if

- all flyer related information such as image, web page, document, etc. can be hosted/stored on our server for linking.
- other e-mail related services such as survey, registration, polls, etc. can also be arranged.
- Design and/or technical problems? We are here to help.