



e-Marketing @ YOUR COMPANY

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1 Introduction

1.1 *What*

This document gives an indication to YOUR COMPANY of the price for campaigns run by TEEC in a managed services agreement and our suggested work mechanism.

1.2 *Who*

TEEC: Adrian Abbs
YOUR COMPANY: ?

1.3 *Versions*

Below you can find an overview of the different versions and modifications of this document.

Version	Author	Date	Subject/Change	State
1.0	AA	Start date	Creation of the document	Initial

1.4 *Period of validity*

The proposition has a currency of 30 days.

1.5 *Contributors*

Name	Mobile/Phone nr	E-mail	Resource
Adrian Abbs	+44 7768998370	aabbs@theenterprisecompany.co.uk	TEEC

1.6 *Glossary*

EMM	e-Mail Marketing
ASP	Application Service Provider
Broadcast	Sending out same message towards ton's of people
CPT	Cost Per Thousand (= 1,000 units)
Transaction	Outbound e-mail, inbound e-mail and submitted web form

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2 TEEC Marketing Automation solution

2.1 *Company*

TEEC uses Pivotal MarketFirst enterprise class Marketing Automation suite to provide a unique and outstanding solution to the increasing demand for intelligent e-marketing and has deployed a comprehensive infrastructure to support the European market.

For TEEC, e-marketing can be much more than sending out e-mails. TEEC automates the entire management process related to a marketing campaign using e-mails, web and offline channels such as fax or print, from the specification of the process, definition of the elements composing the campaign and the personalization of the messages, to the analysis and processing of all sorts of replies.

TEEC offer the solution in three ways. 1) As a full service eMarketing agency 2) As an Application Service Provider (ASP), TEEC offers this management software in a secure e-marketing datacenter. Permitting TEEC to start an e-marketing campaign rapidly, without the need to invest in software, hardware or infrastructure. 3) Through sales of software licences for in house hosting of the platform.

2.2 *TEEC Campaign Manager*

TEEC Campaign Manager is an extensive and advanced e-marketing campaign management platform offering full campaign management automation abilities:

- Full campaign design in an easy to use graphical flowchart interface, automating the full process, including scheduling, response handling, follow-up campaigns and messages, web interactions, personalization and segmentation rules, etc...
- Extensive personalization of e-mail messages taking all customer attributes into account;
- By using dynamic and comprehensive segmentation criteria your customers can be targeted efficiently with relevant information;
- TEEC provides a marketer's solution by using a process centric approach rather than an IT-approach. The software can be used by anybody with a minimum of training and practically no IT-department support;
- 'On-the-fly' campaign concept testing, allowing for the selection of the concept with the optimum results;
- Measurable results in all different steps of the campaign and real-time reporting;
- Marketing consulting provided by professional marketing experts working individually with each customer to tailor solutions to their specific marketing needs and give expert advise on eMarketing strategy;
- When offered as an Application Services Provider (ASP) model. On behalf of YOUR COMPANY, TEEC manages the integrated e-marketing platform from an online central datacenter. Marketers can thus have state-of-the-art technology at their disposal offering an immediate solution for e-marketing campaign management without having to invest in software, hardware or communication infrastructure. Thus guaranteeing lower cost, negligible set-up time, scalability and high quality service.
- The marketer can completely self-service his e-marketing campaigns from his desktop or leave all activities to TEEC staff.

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Other benefits and features are integrated multi-channel campaign planning as a natural extension of current systems and processes. The evolutionary system enables a continuous growth and change of customer profiles.

The ASP approach of TEEC has important additional benefits to YOUR COMPANY.

Time to set-up and to rollout campaigns can be reduced significantly and there are no costs of ownership of complex IT systems and infrastructure.

Our reliable structure offers 24/7 availability of services and our secure environment ensures data integrity and safety.

2.3 Services

2.3.1 eMarketing Strategy

At TEEC, we help companies using e-marketing as a complementary medium for customer communication and managing 1-to-1 customer dialogues.

The first step in this process is a thorough business analysis to help define the requirements of your e-marketing marketing solution.

After this, and depending on the project complexity, a technical and functional analysis can be an appropriate second step.

The next step is to set-up the YOUR COMPANY environment in our hosting centre. This phase can include customisations should this be required (database synchronization, development, etc.).

YOUR COMPANY has a choice to have the campaigns run by TEEC or to run e-marketing campaigns themselves. In the latter case, software will need to be installed at your premises and a training program will have to be defined and executed.

Once the infrastructure has been set-up, the first campaigns can be designed. At this point in time, also the content and copy of the campaign or campaigns needs to be created (typically with an existing creative agency by Your Company or by TEEC).

Either YOUR COMPANY or TEEC can now start creating the actual campaigns by defining the business rules (the campaign flow), the personalization of the messages and the segmentation rules required.

2.3.2 e-Marketing Campaign Management

When the campaign has been designed, the campaign will be tested internally (by YOUR COMPANY or together with TEEC).

After this the campaign will be scheduled for execution and the milestones will be defined. If several concepts are available, these can also be tested with subsets of the target audience. These results can be measured and the campaigns with the highest returns can be selected to be executed with the target audience (minus the test audience).

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2.3.3 Message delivery and management

The scheduled campaigns will be executed at the appropriate times and the messages will be delivered to the target audience.

The triggering of these events can also be event driven. I.e. a person that visits a registration page on a website, can be enrolled in one or more campaigns when this person submits his or her registration. But also when a person answers a question or gives a specific answer to a question (or even fails to answer a question), this can trigger this person to be enrolled in another campaign.

When a campaign has been executed, it will be continuously monitored for bounced messages, unsubscribes, etc. And the business rules created for these events will be executed automatically (e.g. a message that bounces because the e-mail address does not exist can be flagged for future campaign exclusion, a message that bounces because the receiving server is not responding can be resend in 24 hours for example).

2.3.4 Reporting

Reporting is available at several levels:

- Real time reports, informing about campaign progress (click through, bounces, unsubscribes, etc.),
- Post campaign reports (can include results by segment, etc.),
- Customized reporting depending on the YOUR COMPANY requirements.

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3 Trust Marketing

We believe it is essential that any relationship built up via e-mail and web should be targeted to build up a trusted relationship between sender and receiver.

For this reason, we have created a set of guidelines that can be used when designing and running e-marketing campaigns.

Must have:

1. E-mail campaigns are addressed only to those people who have given their permission to send them information from specific companies or about specific topics, products or services. As this guideline depends on various circumstances, it will need to be evaluated on a case-by-case basis.
2. Every message should be segmented and contain only that information that is relevant to the person receiving it.
3. The purpose of the message should be clearly stated in the subject of the message
4. The sender should be clearly identifiable
5. Every message needs to have an opt-out feature. The person receiving the message needs to be able to stop receiving the message.
6. The website needs to have a clear privacy statement and each e-mail should refer to this privacy statement

Recommendations:

1. Use a double opt-in to get permission to send people information. Ask for their permission to send them information about products and services when registering and send an e-mail asking them to confirm their registration. This enables the business to verify that the person requesting information via email did actually initiate the request.
2. Stick to the permission that are given. If permission is given for a specific product, do not send information about another product. Rather ask for this permission explicitly in a message sent for the original product.
3. Use a landing page for unsubscribes (personal web page), where people have the possibility to not just unsubscribe, but also to change their personal data and possibly a way to reduce the frequency of the messages. This will provide a 'way-out' for these people without actually unsubscribing.

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4 Pricing

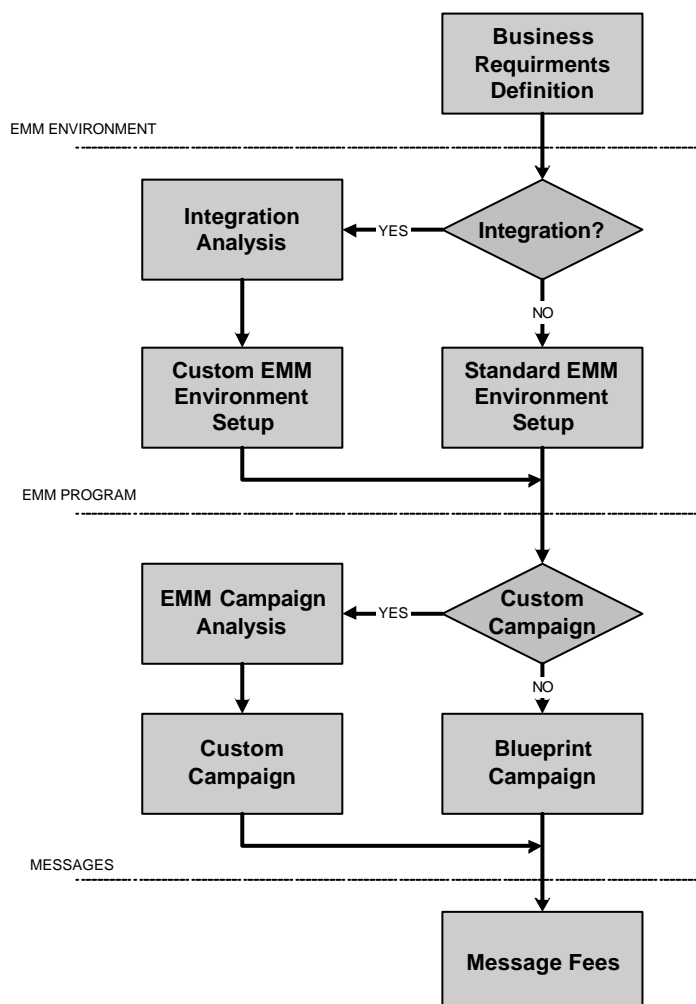
The following gives specific pricing information, the model used to set these prices and the various services offered for the different elements.

In general, customers can follow 3 tracks for running eMarketing campaigns at TEEC:

- Managed Services -> TEEC is in charge of your campaigns
- Hosted Services -> You manage your campaigns on our platform
- Licensing -> You buy the software

A detailed description of Managed Services is described below.

4.1 Managed Services



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Managed services can include the following elements:

- (Business Requirements Definition)
- Set-up
 - Standard
 - Integration analysis and customised set-up
- Campaigns (self-service or at TEEC)
 - Blueprints
 - Campaign Analysis and customised campaigns
- Messages

If the business requirements are well defined, the business requirement definition step can be skipped.

4.1.1 Set-up eMarketing environment

If there are no data integration requirements, a standard set-up can be done, otherwise the integration requirements need to be analysed and the set-up customised. This set-up will need to be done only once.

A standard set-up includes the following elements:

- Application set-up (login, pwd, environment)
- Database set-up (core and custom tables)
- Set-up mail server (Your Company@domain)
- Define e-mail addresses (send, reply, receive, fwd bounce, fwd unsoll, Admin, Info)
- Create mailboxes
- Data mapping
- Set-up response routing and testing
- Documentation

4.1.2 Blueprint Campaigns

With regards to the campaigns, YOUR COMPANY can choose to run campaigns themselves or have this executed by TEEC.

We do suggest initially having the campaigns executed by TEEC to help build experience with running eMarketing campaigns and gradually move to a full self-service model.

A variety of standard campaigns are available with various degrees of complexity:

- Seminar Management
- Member-get-member
- Viral
- Newsletter
- Lead Generation
- News Update
- Promotional Campaign
- On-line Media Response

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4.1.3 Parts of a Blueprint Campaign

When campaigns are run by TEEC, this service includes:

- Selection of blueprints
- Creation campaign flow
- Segmentation and profile fields definition
- Document creation
- Creation test audience (internal and external)
- Creation web landing page
- Campaign test and evaluation internal
- Campaign test and evaluation external
- DB import
- Campaign launch
- Campaign monitoring
- Reporting
 - Opened, clickthrough, bounces, unsubscribes, etc.
 - List of unsubscribes and bounces

It has the following assumptions:

- Set-up completed
- Database managed at TEEC
- Database clean (deduped, structured,...)
- Max. 10,000 messages (more: see table)
- No campaign in a month > minimum 1,000€ for availability (quote if over 10K contacts in db)

If the standard campaign does not fit the needs of the customer, a custom campaign can be developed which requires two additional steps:

- Analysis
- Campaign Design

4.1.4 Platform

The monthly platform fee is based on the number of contacts in the database. Two mails per maximum number of contacts in the database are included in the fee. Additional mails will be charged at a per message fee.

These platform fees include the following:

- Availability:
 - Hosting
 - Bandwidth
 - Overhead (hardware, software, maintenance, staff)
 - Security
- Message delivery and monitoring
- Bounce Management
- Opt-Out Management
- Unlimited Access to online reports
- Unlimited access to segmentation and profile tools

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- Response Management
 - Non-standard opt-outs/unsubscribes
 - Non-standard bounces
 - Auto-Replies
 - Replies (questions, address changes, etc.)

Replies are handled by TEEC with a maximum of 0.5% of total messages sent. Should this maximum of manual intervention on response management be exceeded (depends on the quality of the database. content of the message. etc.). Additional response management will be charged at the daily campaign management rate.

For a campaign, the analysis and campaign design will be charged at a daily rate. The final campaign complexity will determine the amount of days necessary and will be determined in the analysis phase.

4.1.5 Set-up

Set-up fees	Price
Standard set-up fee (one off)	£5,000
Training	950/day

For a non-standard set-up, the analysis and will be charged at a daily rate. The analysis will also determine the total custom set-up costs.

4.1.6 Transaction fees (only applicable in case of an Ad Hoc Action)

The transaction fees are the following:

Transaction fees	CPT
0-25,000	£7
25,001-100,000	£6
100,001-500,000	£5
500,001-1,000,000	£4
Over 1,000,000	Quote

Minimum fee: £500 per month

Transaction = Outbound e-mail, inbound e-mail and submitted web form

4.1.7 Platform fee

The platform fees are the following:

Platform fees (nr of contacts in db)	Monthly fee*	Extra Transaction
0-5,000	£1500	£0.07
0-10,000	£2700	£0.06
0-25,000	£4750	£0.05
0-50,000	£5500	£0.04
0-100,000	£6500	£0.03
0-250,000	£8500	£0.02

* 2 transactions per maximum number of contacts are included

* Assumes average size of transaction <33Kbytes

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4.1.8 Daily fees

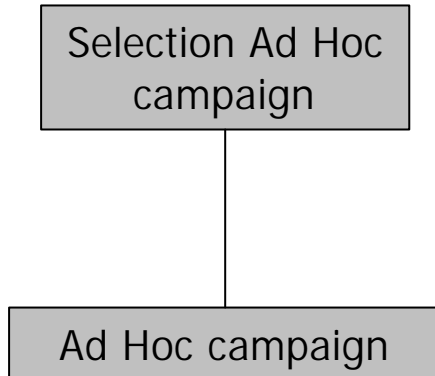
Daily fees (when applicable) are charged using the following schedule:

Consultancy fees	Daily rate
Consultancy, Analysis and Campaign Design	£950
Campaign management	£850
Hourly Rate	£86.66

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4.1.9 Ad Hoc Action



The Ad Hoc campaign includes the following elements in a campaign:

- Segmentation and profile fields definition
- Document creation
- Creation test audience (internal and external)
- Creation web landing page
- Campaign test and evaluation internal
- Campaign test and evaluation external
- DB import
- Campaign launch
- Campaign monitoring
- Reporting
- Opened, clickthrough, bounces, unsubscribes, etc.
- List of unsubscribes and bounces

And has the following assumptions:

- One database import
- Database clean (deduped, structured,..)
- Database cleared once reporting returned
- Only standard (simple) blue print(s)
- Maximum duration is 4 weeks

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