

E-MAIL SOLUTION – MAIL MANAGER

Prime Web Solutions Launches E-Mail Marketing Service

The use of SMS has grown to a staggering 25 billion messages per month and e-mail remains the main application of the 513 million on-line users. E-marketing has become an integral part of the communications strategies for most businesses in 2002.

In response to the market need, Prime Web Solutions Ltd, database and web marketing experts, has developed Mail Manager, a web based e-mail and SMS marketing tool, allowing users to personalise, track and control marketing campaigns from their desktop.

Users create e-mails in a user-friendly editor and Mail Manager delivers the messages via a robust, high volume delivery engine with detailed live reports and a cost breakdown for each campaign.

"Mail Manager is very much a marketing tool developed with a need in mind. Marketing Managers need an alternative to direct mail that's targeted and measurable. Mail Manager not only delivers e-mail or SMS campaigns, but also allows the user to track response and cost per 'hit' and at a fraction of the cost of a mail shot. Cost effective e-marketing is now just a click away." Says Prime Web Solution's Andrew Chilton, MD.

Available with basic HTML e-mail headers and footers, or custom built HTML e-mail pages.

For bulk e-mail distribution and list management Mail Manager's web-based system offers the following features:

- Secure web based administration panel.
- Maintaining e-mail addresses, adding, deleting or editing.
- Setting up e-mail groups and maintaining these groups.
- Capacity for sending thousands of e-mails.
- Auto un-subscribe from e-mail links.
- Un-subscribe record.
- Statistics for mail shot delivery success.
- No software to purchase.

E-mail content can take the following format:

Rich text, plain and HTML format, all attachment formats can be included.

The cost of this system is as follows:
£85 per month.

For more information please contact info@primews.com or call us on +44 (0)1932 58 44 88