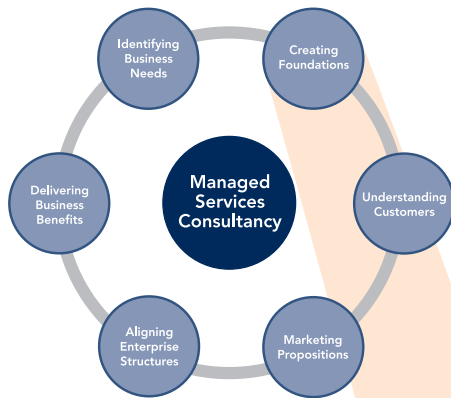


Alterian Managed Services Consultancy

Account Branding

Managed Services

Alterian offers integrated marketing solutions that are either on-site installed or hosted in our secure data centre. In addition to hosting the solution, we provide a number of hosted services delivered by the Managed Services Consultancy team.



One of Alterian's solutions is Dynamic Messenger – a top tier Email Service Platform – on top of which we can provide specific email services such as Account Branding.

Account Branding

Engagement:	Requirements gathering and specification onsite or via a conference call; offsite development
Solutions:	Dynamic Messenger
Deliverables:	Specification, branded pages available for all campaigns

As a marketer, you need your email programs to be closely aligned to your brand. Nowhere is this more important than on your preference page and forward to friend functionality. If your email recipients are forwarding an email on to their friends or changing their email preferences, they will want to know that the changes they are making are secure. Account Branding within Dynamic Messenger allows you to change the default preference page and forward to a friend functionality by adding copy, styles and images that reflect your brand. Continuity of branding throughout the process encourages recipients to respond and update their details or share your emails with their friends and family which broadens the reach of your messages and helps grow your lists.

"More than half of all CPG email subscribers state that they sign up because they like the brand or company. Seventy percent each of mums and persuaders cite brand affinity as a reason for signing up."

– Forrester Research, 2009

Basic Account Branding

Alterian's Managed Services team will supply you with the code for pages for the preferences, forward to a friend pages and unsubscribe coding.

The pages that are included in Basic Account Branding are:

- Preference Page
- Forward to a Friend
- Unsubscribe coding

Your design team or design agency will use these files to create pages that control the functionality and also match your copy and branding.

Once these pages are updated, the Alterian Managed Services team will load them into the system, test them and make them live, all within five business days. Don't worry, if you need to change something once it's live, you'll get one round of changes included in the price.

Bespoke Account Branding

Whilst Basic Account Branding allows you to change the look and feel of our pages to match your brand, you can take this process a logical step further by changing the way the pages work to improve the user experience. If your business requirements go beyond the Basic Account Branding, you can also change the information you gather each time using Alterian's Bespoke Account Branding. Examples of what you can do include the following:

- You could change the preferences page to reduce your churn rate. More choice in email frequency or content will encourage recipients not to merely unsubscribe but to interact and add information.
- Specify bespoke redirect pages or links through to your website.
- Have conditional content and links added.
- Collect brand specific preference information.

Further Information

To find out more about how Alterian can help with the branding of your Dynamic Messenger account, please contact the Managed Services team or your Partner Development Manager. Alternatively, you can send an email to MSC@alterian.com with a request for someone to contact you.