

Alterian Managed Services Consultancy

Email Campaign Deployment Services

Managed Services

Alterian offers integrated marketing solutions that are either on-site installed or hosted in our secure data centres. 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 Email Campaign Deployment Services.

Email Campaign Deployment Services

Engagement:	Requirements gathering and specification onsite or via a conference call; offsite implementation
Solutions:	Dynamic Messenger
Deliverables:	Specification, Email campaign deployment, Overview Report

As a busy marketer, you'll know that your team's ability to deploy email campaigns can often be stretched just when you need it most. Whether it's an urgent last minute campaign deployment or an opportunity to deliver a truly individualised communication for a partner, Alterian Managed Services can provide email campaign deployment services to support you at these crucial times.

Simply provide us with a full brief and the campaign assets and we'll use our in-depth knowledge of Dynamic Messenger and project management skills to set-up, test and deploy your campaign, leaving you to focus on the engagement strategy. We'll even provide you with a top level campaign performance report and access to the data with which to make a full campaign assessment.

"Empowered customers expect interactive relationships" "Interactive marketing spend will near \$55 billion by 2014"

– Forrester Research, August 2009

Campaign Deployment Services

Alterian Managed Services will act as your outsourced email team by taking your creative and your data, setting up the email deployment and managing delivery of your communication.

There are two levels of deployment:

1. Standard – Campaigns with limited elements of personalisation
2. Complex – Campaigns with complex, dynamically driven content

All you need to supply us with is:

- Complete HTML assets including images
- Plain Text alternative
- List of data complete with any campaign variables

We'll do the rest;

- Set-up your campaign
- Set-up individualised content
- Campaign Project Management
- HTML render testing
- One round of content amends
- Deployment tracking
- Post campaign performance report

Engaging communications means individualised content

At Alterian we know that truly engaging email communications achieve a high degree of relevancy through personalized content. Dynamic Messenger allows you to deliver targeted messages with dynamic and personalized content that enhances the user experience and forges a better relationship with recipients.

Alterian Managed Services can help you deliver highly targeted campaigns with a high degree of personalisation using Dynamic Messenger's features and capabilities. Our in-depth knowledge and expertise in Dynamic Messenger means that we can also deploy individualised campaigns for you.

Simply provide us with a campaign brief and we will set-up and manage your deployment of these highly individualised email campaigns.

Further Information

To find out more about how Alterian can help you manage your campaign deployments, 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.