

Alterian Managed Services Consultancy

Email Campaign Review

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 – to support use of Dynamic Messenger we also offer a full strategic review of your email marketing activity.

Email Campaign Review

Engagement:	Requirements gathering and specification onsite or via a conference call; offsite implementation
Solutions:	Alterian Managed Services
Deliverables:	Specification, Campaign review, competitor review, Analysis and recommendations presentation

Today's marketers face unparalleled challenges as they strive to deliver high performance email marketing campaigns. Developing engaging communications that enhance relationships with customers is tough enough without having to consider technical requirements for inbox placement or best practice guidance for email rendering in the preview pane.

Alterian Managed Services can help. Our team of email marketing experts will review your email campaigns assessing performance in a range of criteria including:

- Deliverability – Getting into the customers inbox
- Attention – Getting the customer to open the email
- Engagement – Getting clicks and converting into actions

We'll also provide you with a view of what the competition is doing with a competitive review of activity in up to 5 key competitor campaigns

"Increasing ROI is the most important issue facing marketers"

– DMA Benchmark Q4

Campaign Review

The campaign review will assess your email campaign effectiveness, looking at the full cycle of email communications from concept to implementation. We'll look at:

- Creative best practice for deliverability
- Best practice for email rendering in major ISP / browser combinations
- Adherence to deliverability best practice
- Deliverability reputation assessment and benchmarking
- Assess performance against industry benchmarks
- Campaign effectiveness

Competitive Review

We will also include a full competitive review of up to 5 key competitors email communications ranking your communications against your competition for effectiveness, adherence to best practice, impact and deliverability benchmarking.

What you get:

- Full analysis report of campaign creative against best practice
- A deliverability reputation assessment and benchmark
- A set of recommendations to improve campaign performance
- A competitive review pointing out how your direct competitors engage their audience

And we'll deliver the report in a presentation to your marketing team.

An independent review of your email communications can help fine tune your campaigns to achieve better inbox placement, create engagement and increase the effectiveness of your marketing activities.

Further Information

To find out more about how Alterian can help, 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.