

Alterian Managed Services Consultancy

Template Development

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 Template Development.

Template Development

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



The Email message has a very short shelf life when it's received, therefore it's critical that the recipients are quickly energized when they open the message.

Email Template

Collaborate with you or your creative team to create highly personalised email templates. Using dynamic templates will provide the following benefits:

- Increased relevancy for subscribers.
- Improved customer retention.
- Increased revenue.
- Reduced time spent on managing campaigns.

Microsite/Landing Page

You can improve the customer journey even further with the ability to serve dynamic content on any landing page. This provides a seamless link from email to microsite and improves the customer experience. Alterian's Managed Services team can work with you to create these highly personalised pages and drive additional engagement with your subscribers. Each of these tasks ensure that you have the ability to deliver email campaigns that will engage the recipients with the products or services that you are offering. Engaging the customer cultivates brand loyalty, which increases response rates and ultimately sales.

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.

Reaching the correct audience with the correct offer is essential.

Email is the most flexible and cost effective channel at a marketer's disposal. It is essential to target the right email to the right recipient and the relevance of your message is key to the success of any campaign.

Think beyond simple name and salutation. Instead, think about building a single email template that creates a unique message for each recipient based on their own distinctive preference data. If you know what products your customers have purchased, why not include complimentary products or similar offers that are likely to interest them. By using dynamic templates, more relevant content can be delivered which will drive increasing response rates and improved sales.