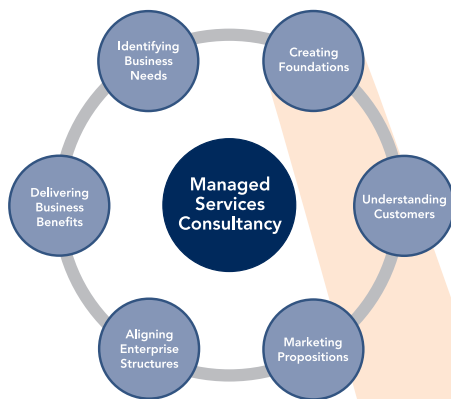


Alterian Managed Services Consultancy

Triggered Emails

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 creating Triggered Emails.

Triggered Emails

Engagement:	Onsite or offsite scoping session and delivery
Solutions:	Dynamic Messenger
Deliverables:	Scoping workshop; Specification document; API triggers integrated with 3rd party applications available for campaigns as per the specification



Marketers that use triggered email messaging are outperforming the rest. With open rates typically 59% higher, click rates 118% higher and conversion rates 48% higher than batch email campaigns, * shouldn't you be thinking about sending triggered messages?

* Source: Marketing Sherpa 2008

Integrating your email platform with your website, eCommerce site and operational database can help you offer a consistent and reassuring brand presence at multiple touchpoints and deliver more relevant messaging.

And you're much more likely to get added to the customer's safe senders list meaning inbox delivery and images on for most ISPs.

"60% of consumers have made an immediate purchase from an email if it contained products they were already considering"

– Jupiter/Ipsos-Insight consumer survey 2008

Shopping Basket Abandonment

What do you do when you have abandoned baskets or processes within your site such as failure to complete registration or apply for a service from your company?

Order Confirmation

Is yours giving a consistent look and feel to your brand offering a full brand experience to the customer? Could you take the opportunity to cross-sell?

Registration Welcome Campaigns

Welcome campaigns enhance brand loyalty giving a consistent and reassuring brand experience to the registrant. It will also keep your reputation high with the ISPs meaning greater deliverability for all emails.

Shipping Notification

Keeping all touch points consistent with the brand and optimising crosssell and up-sell opportunities.

In Stock Notification

Let your customer know when their items are back in stock (whether they have explicitly asked you to or just abandoned the item in the purchase process previously).

Call Me Back Requests to the Call Centre

Send automated emails to the call centre and add in any data you know about the customer to ensure the call centre optimise their conversion from the call.

All these triggers, and many more, can help ensure your emails have the optimum chance at out-performing your competitors.

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.