

## Features

WebbMail Email Marketing comes with a full set of features designed to help you manage every aspect of your customer and member email outreach – and all these features are included with every account. A quick overview of some of WebbMail's noteworthy features:

### Audience

Our Audience features help you import, store, manage and grow your permission lists. You'll be able to:

- Create unlimited audience groups for organization and targeting
- Search & segment your audience based on demographic, response data and more
- Customize your database using standard fields and wildcards you create from scratch
- Create unlimited and personalized signup screens and confirmation emails to help grow your list
- Import large lists easily and automatically clean them for duplicates and errors
- Easily move members and reorganize audience groups as you go
- Export your audience lists and data at any time
- Get to know your audience with easy-to-use surveys & forms

### Campaigns

Our campaign features help you create professional email campaigns and send them using our sophisticated delivery network. You'll be able to:

- Create professional html campaigns without using html, or upload your own freestyle campaigns
- Personalize your emails with first names and more
- Prepare html and text versions, and deliver the right one automatically
- Proof your campaign's links, and content before you send
- You choose which social sharing options your audience will have to share an email – Email, Facebook, LinkedIn, Twitter
- Control your own 'from' names and addresses
- Let recipients manage their preferences at any time
- Send your campaigns at any time, or schedule a future delivery
- Link to your surveys & forms from your campaigns

### Response

Our response section gives you easy access to your results, in real time. You'll be able to:

- See real-time totals for emails received, opened, clicked, forwarded, signed up and more (and details for who did what, and when)
- View response details for entire campaigns and for individual recipients
- See at a glance how your campaign results improve over time with interactive charts
- See who's sharing your campaigns on any mailing that you've enabled one or more social sharing option
- Store your past campaigns and results in your online archive, and easily link to past campaigns from your web site
- Create an instant, side-by-side comparison of multiple campaigns and their results
- Track survey responses in real time too



A CREATIVE APPROACH TO EMAIL MARKETING

## Pricing

WebbMail accounts include a custom-designed stationery (no pre-fab templates here) and all the features you'll need to easily manage your email campaigns (with no additional fees); and, as with all of our services, email and phone support. We offer month-to-month plans or save 10% on everything by signing up for a year.

### CUSTOM DESIGN & SETUP

A one-time investment that includes the creation of a custom-designed stationery to match your logo, web site, and branding.	\$250*
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\*If you would like to upload your own finished HTML campaigns your setup cost will be discounted – be sure to ask for details when you inquire.

### FLEXIBLE MONTHLY PLANS FOR YOUR SENDING VOLUME\*\*

Monthly Emails	Monthly Plan	(each plan's cost per email)	Non-Profit Monthly Plan
Starter^ (includes up to 700)	\$25	(\$0.035)	\$20
Up to 1,000	\$30	(\$0.03)	\$24
1,001 to 2,500	\$45	(\$0.018)	\$36
2,501 to 5,000	\$70	(\$0.014)	\$56
5,001 to 7,500	\$100	(\$0.0133)	\$80
7,501 to 10,000	\$125	(\$0.0125)	\$100
10,001 to 17,500	\$170	(\$0.0097)	\$136
17,501 to 25,000	\$210	(\$0.0084)	\$168
25,001 to 37,500	\$280	(\$0.0075)	\$224
37,501 to 50,000	\$350	(\$0.007)	\$280
50,001 to 75,000	\$480	(\$0.0064)	\$384
75,001 to 100,000	\$600	(\$0.006)	\$480
larger volumes	custom pricing		custom pricing

\*\*All accounts carry a monthly minimum of \$25 to cover activity, signups, storage and service. *Waived for your first month! (or up to 700 emails free for your first month)*

Monthly plans are based on total emails sent and are adjustable as your volume changes.

^The Starter Plan is ideal for those starting with a small mailing list or with email volume that varies greatly from month to month.

Remember, you can go month to month *or* pre-pay for a year and receive a 10% discount on both the custom design & setup and monthly fees.

**For Non-Profits** we offer a 20% discount to 501(c)(3) organizations on both the custom design & setup and monthly fees, no annual contract required.

Not sure which plan is right for you? No problem, we can help you determine what's best for your needs...

[\*\*Contact us today for a guided tour & free trial account!\*\*](#)