

Swift Email



Swift Email uses a categorised database to send personalised emails to the right people at the right time and track their readership. It can be used for single mail shots or as part of a direct marketing campaign with follow-up emails despatched to non-respondents at set intervals. Emails can include attachments or links to websites and pdfs.

Emails are automatically sent as both HTML and plain text, giving them the best chance of being read by the recipient's system. Recipients receive an email that appears to come direct from the sender's nominated address.

- Each individual email is tracked, detailing if it has been viewed and which links have been clicked on. The "Activity Log" in the back office shows when people have viewed the email and how many times. This can be used in conjunction with telesales/direct mail to identify and follow-up warm prospects.
- **Clients don't pay per email.** The license fee covers fair use (normally up to about 10,000 emails per week). If clients need more bandwidth this can be agreed individually.
- Emails can be diarised to be sent automatically at a specific time on a specific day. This facilitates a "test and measure" approach. For example, clients can track whether emails are more successfully sent during work hours, on a Friday afternoon, on a Sunday night etc without the hassle of manually sending messages.

Data is stored securely – only the client has access to it. The client can also set up user preferences so that only specified people can access, download, delete, amend or export data.

The system is fully compliant with UK direct selling and data protection legislation. Each email will automatically include an "unsubscribe" link. Clients can also include a "Check your details" link, which takes recipients to a back office screen showing the information stored about them. Recipients can be encouraged to change this data as a cost-effective way of cleansing the database.

- Swift Email includes an HTML editor for creating emails. Most designers can create an email that looks more visually impressive using standard web design software. This can then be uploaded into the back office for despatch.
- Some email systems include an advert for the software used to send it at the bottom of every message. Swift Email does NOT do this.

The annual service charge (£150 plus VAT) covers software updates (added automatically), server storage and bandwidth. It is due each year on the anniversary of the purchase date.

Swift Email can be amended to suit clients' individual needs. If a client requires more functionality than the "off-the-shelf" system, please contact IHM Services to discuss the options available.

Emails are sent individually and can be personalised (Dear John etc).

As emails are not sent as a batch it is more likely that they will avoid spam filters.



A Swift Email demonstration can be found at www.SwiftFeedback.com



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