



targeted email marketing

Are you looking for an easy and effective way to communicate with your clients on a regular basis? Do you need to deliver information about your business to a large number of people?

Keep your clients informed quickly and cost effectively. Impress prospective clients by delivering professional, high-impact email communications using MailBlast™.

MailBlast™ assists you to promote your business through rich and interactive emails such as personalised conference invitations, product promotions and informative newsletters. Among the many features are email list management, campaign scheduling, tracking reports and an unsubscribe facility.

maiblast features

Use MailBlast™ to deliver sophisticated direct email campaigns in minutes.

Email List Management

MailBlast™ includes an address list manager through which you can specify different categories and groups for different campaigns. Separate your address list to target your most loyal customers, special-purchase customers and would-be customers – and personalise your email specifically to them. You can easily import addresses from other programs using a standard import function.

Unsubscribe Option

Your customers and subscribers can easily opt-out of future email campaigns by using the MailBlast™ unsubscribe option. Email recipients simply click on the unsubscribe link at the bottom of their email to be removed from future campaigns. The automated unsubscribe feature simplifies this often difficult, yet very important privacy requirement.

Custom Designed Template

Your implementation comes with a template design that reflects your company branding and the particular message you are trying to deliver. The inbuilt preview features display your content within the template so you can see exactly what your recipients will see. Mailblast™ supports multiple templates, which can be developed upon request.

Personalised Delivery

It is important for recipients of your emails to know you are addressing them as individuals. Our personalisation feature allows you to address each recipient by name or another field depending upon your configuration.

Campaign Management

Do you send periodic newsletters, invitations or updates? The Mailblast™ scheduling feature helps you maintain a consistent delivery pattern. Your campaigns can include multiple distributions to a selected group of users. Run a distribution at the press of a button or schedule a series of mailblasts in advance - this is a great way to stay in touch, regardless of how busy you are.



Comprehensive Tracking and Reporting

MailBlast™ emails are tracked to confirm whether the delivery was successful, whether the emails were opened, and whether any links were clicked on. This data is presented through a collection of reports, giving you a detailed summary of the success of your campaign.

Failed Email Delivery

MailBlast™ tracks and reports emails that have failed or bounced during your campaign. This tracking function identifies the emails that appear to be incorrect, allowing you to either remove the recipient from your address list or update the email address for future distributions. You no longer need to scan for bounced emails through your inbox.

Invite Management

With the addition of the invite management module, MailBlast™ can increase invitation acceptances by making the invite and registration processes so much easier. Invite emails will include RSVP buttons so that recipients can accept or decline on the spot. Use this feature to improve seminar attendances, promote product launches and AGMs and integrate with an event registration package for full conference and other large event promotions.

Indicative Pricing

Cost-effectively promote your next event, product or project success. A typical distribution to 5,000 email addresses with rich HTML content is around \$600, including basic configuration, tracking and reporting.

“Incompass recently ran two very successful MailBlast campaigns to promote our new ‘Hot Deals’ website. The campaigns instantly generated over 4,800 new visits to our website and 137 fully qualified leads – the end result being close to \$100,000 worth of business for our members!”

*Marketing Services Coordinator
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Find out more about our products and services call us on **02 9357 5300**
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