

The logo for Pure360, featuring a red shield icon with a white checkmark inside, followed by the word "pure" in a white, lowercase, sans-serif font with a thick red outline, and the number "360" in a white, uppercase, sans-serif font with a thick red outline.



Service and Support Guide

www.pure360emailmarketing.co.uk

Pure360 Service and Support Guide

Welcome to the Pure360 Service and Support Guide

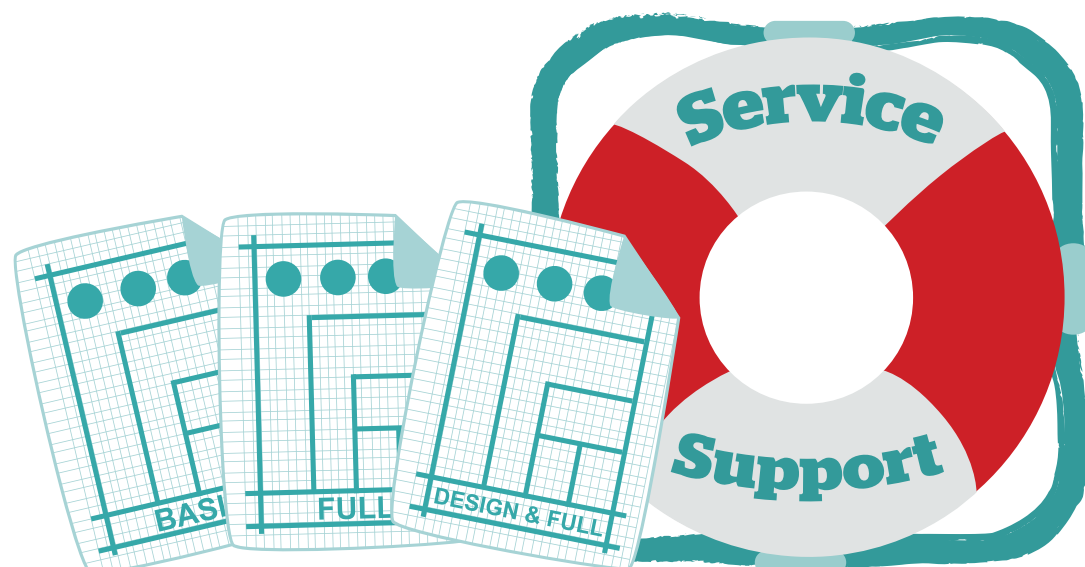
Pure360 customers have access to the largest UK-based customer support team of all email marketing providers, because our whole focus is on improving your results by working together.

As a busy marketer we understand that you have a lot to think about – increasing new business, growing lead numbers and making your customers happy. That’s why we provide great email marketing and SMS software with ongoing advice, you just need to bring the campaigns!

Outlined in this Guide are the ways we work with you and the services we provide, to help improve your email marketing and SMS results.

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Customer service and support

We know that great email marketing and SMS software is not enough on its own to get the results you're after. So every Pure360 customer is supported by our team of specialists, whether that's doing product training, campaign consultations or attending our latest strategy webinar.

All our customers love us for our account management and can't praise us highly enough, here are a couple you've heard of...

"Pure360's account team have added real value in best practice which has really improved our layouts and processes."



"We love Pure360 - of all the companies we work with, they have never let us down. Their customer service is second to none and they are willing to help us out with loads of advice on how to improve the performance of our email marketing campaigns."



What you can expect as a Pure360 customer:

- Training and development that's included in the set up
- Access to our knowledgeable account management team through phone and email support
- Access to our dedicated customer community site where you can view videos on how to use software, FAQs, blogs, strategy guides, email templates as well as tips and tricks for getting the best out of the system
- Consultancy from our deliverability management team
- Dedicated Account Manager who will conduct monthly account reviews*
- Customised account management package based on your needs**
- Workshops and webinars throughout the year so you can continue to expand your email marketing and SMS knowledge, all free of charge

*If you send over 50,000 emails per month

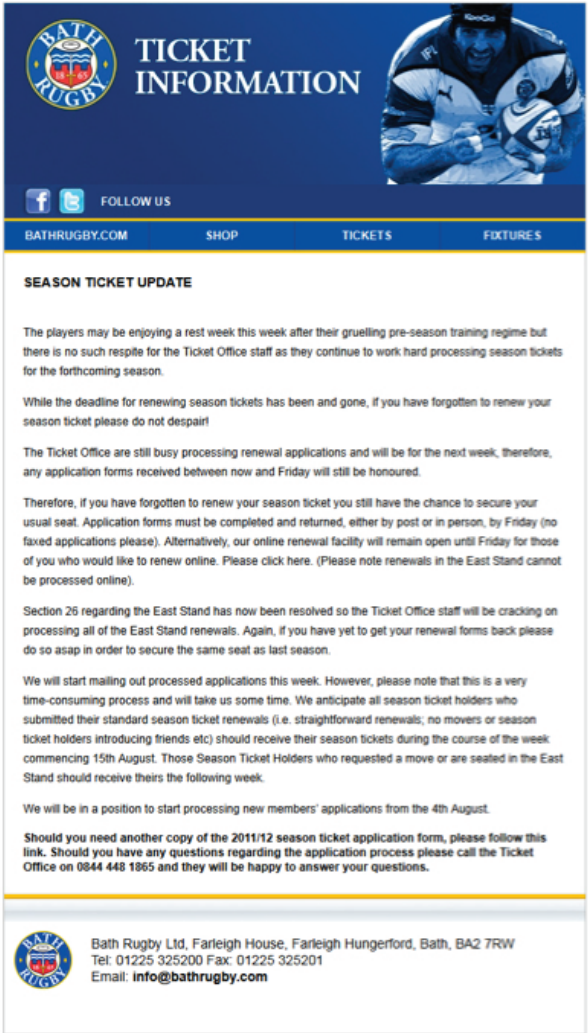
**For those who send over 2m per month

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Deliverability

At no additional cost, Pure360's dedicated Deliverability Manager can perform a full critique of your email marketing campaign. Including advice on subject lines, preheaders, call to actions or whatever needs improvement. This tailored review will ensure you receive the feedback you need to achieve the best possible results from your campaigns.

If you cannot see this email correctly, please [click here](#)
This e-mail was sent by Bath Rugby to [_i.e.s.l_@example.com](#)
Please click to [update your details](#) or [unsubscribe](#)



SEASON TICKET UPDATE

The players may be enjoying a rest week this week after their gruelling pre-season training regime but there is no such respite for the Ticket Office staff as they continue to work hard processing season tickets for the forthcoming season.

While the deadline for renewing season tickets has been and gone, if you have forgotten to renew your season ticket please do not despair!

The Ticket Office are still busy processing renewal applications and will be for the next week, therefore, any application forms received between now and Friday will still be honoured.

Therefore, if you have forgotten to renew your season ticket you still have the chance to secure your usual seat. Application forms must be completed and returned, either by post or in person, by Friday (no faxed applications please). Alternatively, our online renewal facility will remain open until Friday for those of you who would like to renew online. Please click here. (Please note renewals in the East Stand cannot be processed online).

Section 26 regarding the East Stand has now been resolved so the Ticket Office staff will be cracking on processing all of the East Stand renewals. Again, if you have yet to get your renewal forms back please do so asap in order to secure the same seat as last season.

We will start mailing out processed applications this week. However, please note that this is a very time-consuming process and will take us some time. We anticipate all season ticket holders who submitted their standard season ticket renewals (i.e. straightforward renewals; no movers or season ticket holders introducing friends etc) should receive their season tickets during the course of the week commencing 15th August. Those Season Ticket Holders who requested a move or are seated in the East Stand should receive theirs the following week.

We will be in a position to start processing new members' applications from the 4th August.

Should you need another copy of the 2011/12 season ticket application form, please follow this link. Should you have any questions regarding the application process please call the Ticket Office on 0844 448 1865 and they will be happy to answer your questions.

Bath Rugby Ltd, Farleigh House, Farleigh Hungerford, Bath, BA2 7RW
Tel. 01225 325200 Fax: 01225 325201
Email: info@bathrugby.com

If you cannot see this email correctly, please [click here](#)
This e-mail was sent by Bath Rugby to [_i.e.s.l_@example.com](#)
Please click to [update your details](#) or [unsubscribe](#)

[Send this e-mail to a friend](#)

A very common structure for an email, nice and safe and generic.

- Good width
- External view link at the top
- company details in the footer
- Unsubscribe link present

All compliance and best practice boxes ticked.

The header has very strong branding and holds consistency with the web-site.

This particular email is also obviously more of a letter format than marketing; however, it is assumable that the branding in the header and footer are consistent with all emails.

Initial concerns include:

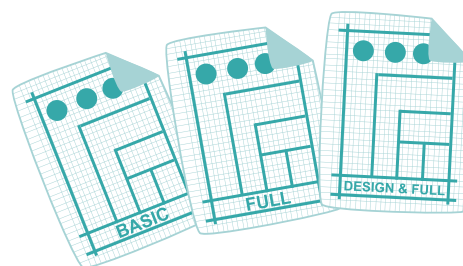
- High image in the header
- Non-contextual preheader
- Long context text
- Few links to the web-site
- Call to action at the bottom

I've also noticed a little known but clever trick with the header image causing it to be invisible until images are loaded in some inboxes

Creative Services

Our professional creative development team can deliver a solution to meet your needs. All email templates developed by our creative development team provide the following:

- Pre-header content to improve open rates incl 'view online' & 'send to a friend' options
- Image optimisation for fast loading in email and online
- Compatibility with all major email clients and web browsers
- Social share links for all major social media sites



Design & Full Template Build £995

You don't really know what works well with email design, or maybe you've got a few ideas but need someone with expertise to help you.

We'll take your ideas and brand guidelines then provide a couple of designs for you to choose from. Once you've chosen your preferred one, we'll build a fully optimised HTML email template.

This is a fully consultative service using our in-house deliverability gurus with years of email experience and hundreds of email designs delivered to top brands. We'll build something that will wow your user base.

Full Template Build £495

Know what you want but don't have the skills to build it? This is for you. Send us a mock-up of what you need along with relevant logos and associated images, and we'll turn it into a fully optimised HTML email template.

This is popular for the creation of monthly newsletters and promotional campaigns, where the layout and style remains consistent and just the specific content needs changing for each campaign.

Our deliverability gurus will review your design and ensure it meets best practice advice for optimal inbox delivery.

Basic Template Build £95

You provide your logo, other associated images and branding guidelines, we'll build you a basic email template leaving the main body content blank for you to use as needed.

This service is ideal for customers who need a branded email template but the flexibility to edit the main body layout and content of each individual campaign message.

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Functionality developments

The email marketing space is full of people talking about features. At Pure360 we don't just produce whizzy looking features, but we focus on producing functions that will improve our clients' results. There's nothing in the Pure360 application that's there for show, everything is there to help and is used extensively by our very happy customer base.

Three bits of functionality which prove this point are:

- 1) **Reporting by device.** We are the first ESP to provide you with the reporting by device functionality.

What does it do?

With 81% of emails being opened on a handheld device in the past 6 months, you need to be optimising your emails beyond the desktop. Our reporting by device capability is the first of its kind to show you not only what device your last campaign was opened on but also which browser and operating platform was used. You can get right down to the individual and use dynamic content to target campaigns based on device to give a truly personalised experience.

- 2) **Intelligent Time Sending.** We were the first European provider to provide you this functionality and it still requires only a tick box to activate.

What does it do?

You know that the time at which a recipient receives an email has a massive bearing on the open and click through rates for that email, and that recipients behave in different ways (they are humans after all). So we developed a system to track and analyse the best time to send someone an email based on their previous open history. One client achieved a 40% open rate by switching on this functionality for the first time.

3) CRM Integration. Email is great but it's even better when integrated with other business systems, so we've made sure that PureResponse can do just that as simply as possible.

What does it do?

Use CRMs such as Salesforce or MS Dynamics CRM to react and respond to recipients. With your email marketing activity constantly in sync with your CRM you can view recipient activity against CRM contacts and campaigns. Your team will know how the contact they're about to call has been interacting with your emails, before they pick up the phone. Plus marketing can see how the leads they've produced have been followed up in real-time.

CRM integration doesn't need to be expensive or hard to do, with Pure360, you can be set up in just 24hrs!

Are you a marketer who wants to increase new business, grow lead numbers and make customers happy using email marketing and SMS? Then you should be working with Pure360.

We'll work with you to improve your email marketing & SMS results.

You'll get the best from your campaigns without being tied into a long contract. You'll get full training, support and regular free advice supported by email marketing and SMS software that's developed in-line with customer feedback.

We're proud to work with these great marketers:



seatwave.com
The fan to fan ticket exchange

LA fitness
We'll get there together.

Alzheimer's Society
Leading the fight against dementia

Zoopla.co.uk

COSMOPOLITAN

HACKETT LONDON

holiday extras
remailer.com

We're proud to work with lovely brands including...

...and 1000s more, focused on improving results



Improving results together

Want better results from your email marketing campaigns?

Web: www.pure360emailmarketing.co.uk

Call: 0844 586 0001

Email: contact@pure360.com

