

An easy-to-use, cost effective system to manage your online communications...



## Create

*Easily create professional email newsletters*

Create professional newsletters and announcements in minutes. Just select a template from the extensive library, add text and images, import your lists and hit send.



## Communicate

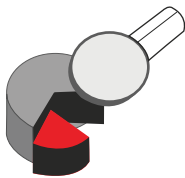
*Target and personalise your emails*

Target your clients and prospects by segmenting them in lists.

Personalise every email to each recipient.

Create and run queries to further segment your lists with greater accuracy.

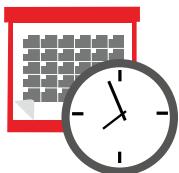
Publish your previous newsletters to a microsite archive and RSS. Send Text/SMS alerts to selected users for instant, real time updates.



## Evaluate

*Evaluate the results of every campaign*

Each and every email sent is tracked in real-time for opens, clicks, forwards, subscribe / unsubscribes and delivery. Clear and concise graphs of your sending metrics will reveal how well your campaigns are achieving your email marketing goals.



## Save Time

*Automate your email list management*

Brand and embed the ready-made subscription form in your website to organically grow your list.

Collect additional subscriber information at sign up, then use this in your email personalisation.

Email footer links automatically manage subscription and viral forwarding, while automated email bounce handling will remove invalid email addresses from your lists.

*\* If images are embedded in the newsletter additional credits may be charged.*

## WHAT DOES IT COST?

Once-off setup fee = R550.00 ex VAT

This gets you 1 modified existing template and a ZooMail account that you can login to and compile and manage your newsletters & mailing lists, view stats, and more...

### Do It Yourself Subscription

**R350**  
p/m ex VAT

You manage and compile your newsletters and mailing lists yourself. Includes 2000 send credits, so you can send to up to 2000 people per month. Note that send credits expire at the end of each month.

**Newsletter compilation = R 350**  
ex VAT per newsletter if you do not wish to compile and send it yourself.

**Modification of additional existing template = R 799** ex VAT per template if you do not wish to customise it yourself.

**Custom Template = R1 499** ex VAT per template. Let The Pixel Zoo design team create a custom template for you to fall in line with your Corporate Branding requirements.

### Additional Credits

1 credit = 1 recipient\*

Additional credits do not expire.

2 000 credits	@ R109.95
5 000 credits	@ R209.95
10 000 credits	@ R349.95
20 000 credits	@ R419.95
50 000 credits	@ R1 049.95
100 000 credits	@ R1 749.95

### Once-off Newsletter

Includes modification of 1 existing template. Excludes send credits, custom templates. No login provided but stats are provided as PDF.

**R799**  
ex VAT

## TRY IT OUT FOR FREE

Visit [www.pixelzoo.co.za/zoomail](http://www.pixelzoo.co.za/zoomail)  
username: demo@pixelzoo.co.za  
password: demo