

eMarketing: kajomi newsletter

Tool for professional E-Mail Marketing



Kajomi Newsletter

Newsletter for professionals

A professional tool forms the basis of successful E-Mail Marketing. With the kajomi newsletter, Tiscover offers you an **effective and economic E-Mail Marketing tool** for sending E-Mails and newsletters.

The convenient **newsletter generator** provides you the opportunity to create high-quality newsletters in your own design without the need of programming skills. Tiscover creates the initial design of the newsletter according to your CD/CI instructions and installs the kajomi newsletter tool for you.

Our services

- Design of the HTML newsletter according to your requirements
- Programming of the HTML generator
- 30-minute orientation training (by phone)
- Installation of the system (see Features)

Notes: You can choose from 3 different design templates. In case you desire another design, additional costs are charged. The charging period of the contract runs from January 1 to December 31. In the first year, the provision fee and the mailing volume are charged via an aliquot basis by December 31. In case the annual mailing volume is not made full use of, the credit cannot be forwarded to the following year.



kajomi newsletter features

Basic features of the system

- Unlimited number of newsletter distributors and subscribers, free choice of sender address and sender name, daily data saving, mailing speed of up to 200,000 E-Mails per hour.

Subscription and unsubscription processes

- Subscription process can be configured individually (single-, confirmed- & double-opt-in), notification by E-Mail when subscriptions and unsubscriptions are made, statistical data on subscriptions and unsubscriptions.

Subscriber management

- Easy subscriber management incl. search function, easy deletion of E-Mail addresses from the mailing list, import and export of address files, possibility to block E-Mails and domains (Robinson list), detailed statistical data about the mailing list

Deliverability

- White listing with the leading ISPs, certification by the Certified Senders Alliance (CSA), member of the DDV (German Direct Marketing Association)

Sending

- Sending of text and multipart e-mails, personalization and file attachments possible, time-triggered sending, template and newsletter archive, wild card for sign-out link, "Online-reading" and "Change reception format", test sending

Benchmarking

- Detailed sending report in real-time, reports on clicks generated per sending and for single links, adjustment of measurable links after sending, overview of returns (hard and soft bounces)

kajomi newsletter	Prices*
Design, programming, system installation	£ 770.00 (one-off charge)
Provision fee incl. mailing volume of 100,000 E-Mails	£ 270.00 per year
Additional mailing volume - per 1,000 E-Mails	£ 3.00

* All rates are exclusive of VAT.

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