

expertsender



Company Profile

**Professional Email Marketing
Software. Experts. Solutions.**

expertsender.cn

About Company

ExpertSender™ focuses on providing email marketing solutions for companies in the USA, EU, Russia, India and China with a team of experts and proprietary platform developed to accommodate the needs of contemporary email marketers, both in terms of features, marketing practices and email deliverability.

Background

ExpertSender™ is a Web-based, cloud hosted solution for managing, executing and measuring complex email marketing campaigns. The ExpertSender platform helps companies in communicating with their potential and current clients via the email channel. A prerequisite is that a company has a list of subscribers, who expressed **direct and explicit consent** to receive information from that organization.

Email communication empowered by ExpertSender ranges from marketing and advertising contents, newsletters to strictly non-marketing transactional messages, such as order confirmations, payment reminders, invoices or product shipping updates.

Selected customers:



Offer / Advantages

Business aspects why clients choose ExpertSender over other solutions:

- ▲ **direct access to account and deliverability managers** - instead of going through ticket systems, call centers; clients have direct email and phone or Skype contacts to account managers that work with them every day and know their accounts in and out.
- ▲ **we do not charge any extra fees for enabling features** - everything is included in the package on Day One and we deploy new features for everyone for free and for ever.
- ▲ **month-to-month contracts instead of long-term commitments** - this way clients are with us only because they appreciate our service, rather than because they are bound by exit penalties.
- ▲ **flexibility and responsiveness** - we are always listening to our clients' needs and we can quickly shift our development pipelines to match some specific requirements. We do not operate with stiff, long-run release plans and we always adapt swiftly.

Technological aspects:

- ▲ **the best segmentation in the world** amongst mid-tier ESPs, according to Red Pill Email Vendor Guide 2013.
- ▲ **powerful Dynamic Content capabilities** – they allow building conditional content statements based on particular values of custom fields, such as: IF gender is male -> show this text and image, ELSE IF gender is female -> show the other text and image; it also allows to dynamically fetch content from an external server, like RSS feed, XML content or simply HTML code. Content manipulation is powered by the Microsoft .NET C# language, so the opportunities are practically endless.
- ▲ **Data Tables for storing client data** from client's systems (for example CRM, billing) - useful whenever stored data has a complex structure, as typically with purchase history, i.e. who bought what and when and for how much, or which invoice items were paid; storing such data in DATA TABLES allows to use even more advanced segmentation with visual segmentation statements or by entering client's own SQL queries.

Features and the service in terms of email marketing know-how and deliverability support are what our clients appreciate the most. Here's what some of them say about us on a top-rated portal for USA vendors:

http://www.email-geeks.com/reviews/suppliers/Email-Service-Providers-ESPs/sbr/date_desc/76/expertsender.shtml

We Seek

1. Exclusive business partner (China / Japan)

An exclusive business partner is a company with existing human/marketing/business infrastructure and client base, who would be interested in bringing ExpertSender™ to market under the ExpertSender™ brand, along with providing support to end customers in their native language. ExpertSender would ensure full and ongoing technological and know-how support. The partner would have an exclusive right to represent ExpertSender™ in their country and would benefit from a 50/50 revenue share model.

2. Marketing agencies / Digital agencies (China / Japan)

Many brands outsource their campaign execution to professional agencies. Such agencies would be a desired client/partner for ExpertSender™, as they could be a direct user of our technology and expertise on behalf of their customers. ExpertSender™ has a special offer for agencies that serve multiple customers, which makes it beneficial for agencies to use a centralized email marketing vendor. By sending the entire email volume of multiple customers through one vendor, agencies are able to significantly lower the campaign costs. On the other hand, agencies are eligible to receive commission from referring clients to ExpertSender™; or they can mark up prices for email delivery services on top of what ExpertSender™ charges the agency.

3. Referral partners (China / Japan)

ExpertSender™ consistently benefits from personal referrals. A strong partner with access to applicable companies would benefit from residual income received from every paid invoice - throughout the lifetime of the contract!

4. Direct relationships (China only)

Direct access to decision makers from companies in the industries where email may have the biggest impact on sales: Retail, E-commerce, Travel and Hospitality, Publishing, Online services, Finance, B2B companies.



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