

Polska



ExpertSender

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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.

Company information

Company name	ExpertSender
WWW	www.expertsender.com
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Description of company's profile (who are we?, what we do?)

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.

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: VIP.com, Guokr.com, Daheng Group, Michelin, Merck Millipore, TUI China, Media Markt, Mothercare

Description of requested type of cooperation (who are we looking for? for who is our offer?)

1. Exclusive business partner

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 lucrative revenue share model.

2. Marketing agencies / Digital agencies

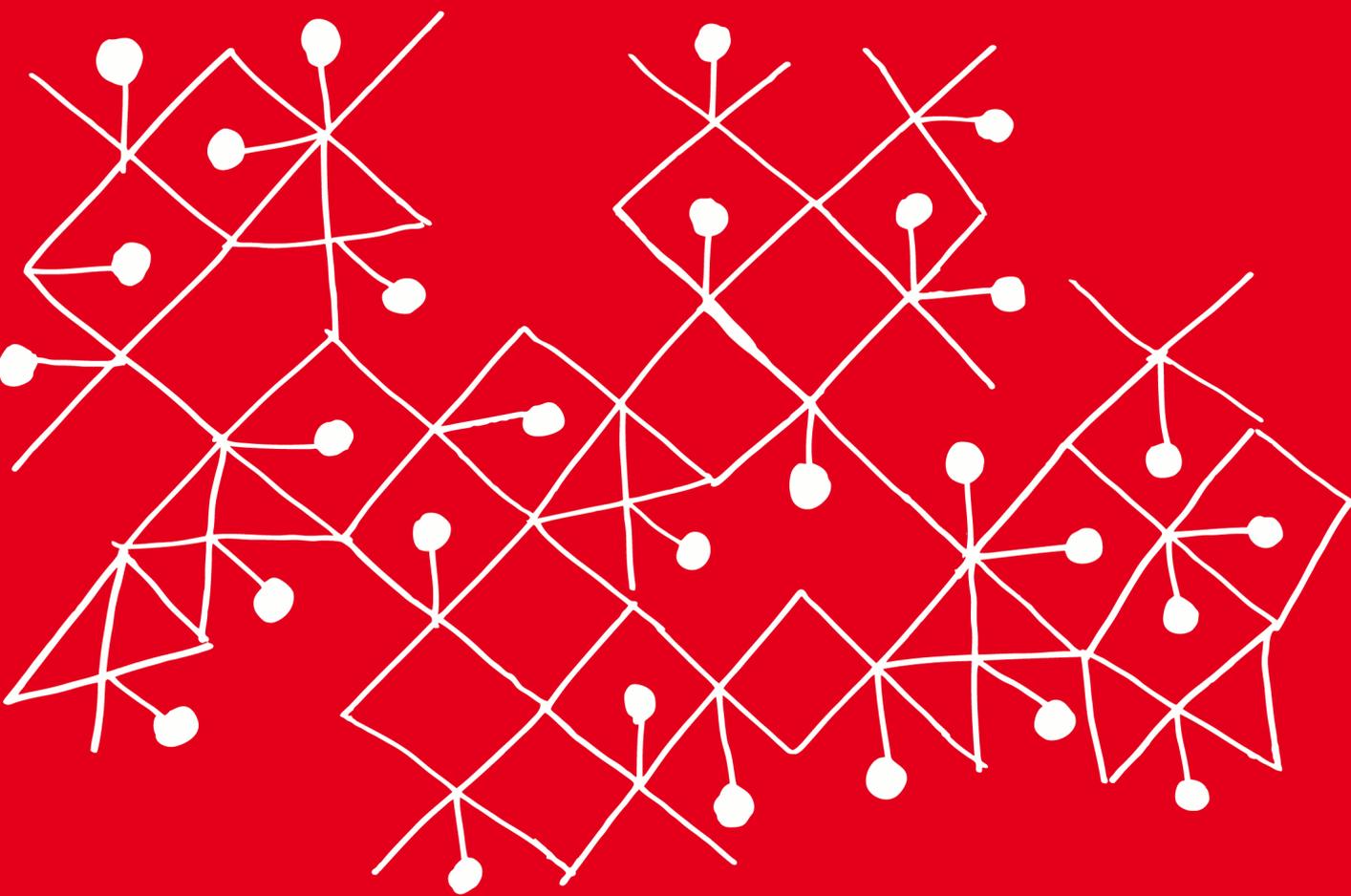
Many brands outsource their campaign execution to professional agencies. Such agencies would be a desired client/partner for ExpertSender™, as they could be a direct user of our technology and expertise on behalf of their customers. ExpertSender™ has a special offer for agencies that serve multiple customers, 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

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

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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NARODOWA STRATEGIA SPÓJNOŚCI



**MINISTERSTWO
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UNIA EUROPEJSKA
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