



Securicom eBranding

securi·mail

Purposeful and measurable email branding



Securicom eBranding is a versatile and easy to use email branding solution that turns everyday business email into a targeted marketing channel.

The solution enables companies to:

- Brand all outgoing emails to create a uniform and consistent look and feel
- Develop and activate email marketing campaigns
- Create a range of banners and signatures for outgoing email
- Use email to drive traffic to the company website
- Analyse click-through rates and recipient response to email marketing campaigns
- Report on email marketing campaigns
- Gain insight into outgoing email flow

Securicom eBranding is fully-developed by **Securicom's** engineers to deliver all the functionality and flexibility of world-leading email branding suites, but backed by local support.

The web-based solution is hosted and managed in the cloud by **Securicom** at a secure data centre. Companies simply subscribe to the service.

With **Securicom eBranding** companies can turn all outgoing corporate email into purposeful and meaningful points of interaction with existing and potential customers, enabling them to integrate email as a target-driven and measurable part of their brand strategy.

Using any of the available templates or by creating their own, companies can ensure a unified and cohesive look and feel for all outgoing email messages that is impactful and consistent with their brand.

The solution features a user-friendly, online portal from where email marketing campaigns, banners, signatures and adverts can be designed. IT administrators can also monitor and measure campaigns via the web portal.

eBranding includes access to **Securicom's** round-the-clock support infrastructure and boasts high-end security.



securi·com
SECURING YOUR INTELLECTUAL PROPERTY

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Features

Monthly subscription



- **No capital outlay**
- **Low total cost** of ownership
- **Affordable** for small and medium enterprises
- **Scalable** to cater to large enterprises

Hosted and maintained upstream by Securicom



- **No installation required** at client site
- **No need to configure** solution on each individual computer in the network
- **No maintenance** of solution or server required by client
- Access to **Securicom's** round-the-clock **support** infrastructure

Training provided



- **Clients** are able to **manage their account**, design branded mail messages, create and track campaigns

Securicom Delivery Server



- **High performance** and **reliability**
- **Efficient** delivery of outgoing email
- **High-bandwidth** fibre optic connection
- **Full data back-up** and power protection
- Access to **email log journals** for email history analysis
- Failed emails are **queued** for delivery

Access to an interactive, user-friendly web-based portal



- Provides clients with **full control** over the account, system events and email delivery process
- **Single portal** for analysing email history, tracking email marketing campaigns and **measuring results**
- **Comprehensive view** of all outgoing mail
- Provides client's **with full control** over their account
- **Single point** for designing and creating purposeful, dynamic branded emails

Comprehensive reports and notifications



- **Client remains up to date** on email delivery status, SMTP traffic, web activity and other system status indicators
- **Comprehensive view** of all outgoing mail

For more information on eBranding, a dynamic demonstration of its capabilities or advice on choosing the most-suitable option for your business requirements, please contact: 0861 591 591 / sales@securicom.co.za.

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