

2008



**GENERATE MAIL**

All in one email marketing software

## **Welcome to Generate Mail**

Generate Mail is an all in one web based email marketing software that enables businesses to create, send and track profitable email campaigns for themselves using our fully managed hosted service or we can install the Generate Mail System on your own server.

**Generate Mail allows anyone to create and send stunning email campaigns** using a step-by-step campaign builder and choose from and customise many professionally designed, industry-specific email templates.

## **Easy, browser-based contact management**

Add contacts to your contact lists one-by-one or import existing contacts from your any CRM, email program or database using a point and click web-based interface.

## **Personalise your email campaigns**

Through Generate Mail personalise every email you send with your contact's details such as their name, company details, interests and other personal information.

## **Track click-through and email opens**

Improve and optimise your email campaigns by tracking open rates and click-thru rates over time, as well as detailed per-campaign reports and statistics.

## **Complete campaign and link tracking reports**

For each email campaign you send, you can see exactly how many people opened their email, how many people unsubscribed, which links they clicked, email forwarding statistics and more. Generate Mail reporting features are simply unmatched.

## **Manage your bounce emails addresses**

Generate Mail makes it easy to remove bad email addresses from your subscriber lists with its built-in bounce handling engine. Simply setup an email account to accept bounced emails when you send a campaign and Generate Mail takes care of the rest.

## **Painless Integration Into Any Website**

Use Generate Mail built-in form creation wizard to create subscription forms that you can place on your web sites to collect visitor details for future campaigns.

## **Easy installation from your web browser**

Generate Mail includes a complete installation wizard that runs from your browser, or we can even install Generate Mail on your servers - just send us your FTP and database details and will do the rest.

## **Send hundreds of thousands of emails**

Generate Mail was designed from the very beginning to be able to support the sending of hundreds of thousands of emails without crashing or without any problems - such as duplicate sending.

## **Appropriate Formats**

Generate Mail gives you the option to create HTML-only, text-only or multipart (HTML and text) emails. When you choose multipart Generate Mail will automatically deliver the most appropriate format to each subscribers inbox, depending on whether their email client can display HTML emails or not.

## Choose a Generate hosted plan

Email Sent Per Month	Price
500 Emails Per Month	£50 Per Month
2,500 Emails Per Month	£100 Per Month
5,000 Emails Per Month	£225 Per Month
10,000 Emails Per Month	£350 Per Month
25,000 Emails Per Month	£500 Per Month
50,000 Emails Per Month	£750 Per Month
100,000 Emails Per Month	£950 Per Month

## Choose a Generate download plan

### What is the download edition?

The download edition allows you to install Generate Mail on your own web server. Please make sure your web server meets the requirements outlined below before purchasing.

### Choose your options

Users refer to the number of separate Generate Mail accounts that you can create. Each user has their own separate email campaigns, autoresponders, templates, permissions, custom fields and settings.

Generate Mail (5 user logins)	£995.00
Generate Mail (10 user logins)	£1495.00
Generate Mail (20 user logins and above)	£1995.00

### Installation

Typical installation takes a ½ day - £200.00

## Support and Maintenance Contract

<b>3 months</b>	<b>FREE</b>
<b>6 months</b>	<b>£300.00</b>
<b>12 months</b>	<b>£450.00</b>

## Downloadable Edition Requirements

The downloadable edition of Generate Mail is a simple to install (we offer a professional installation service if needed) and easy to configure PHP web server script. It requires the following:

### User Requirements

- Operating System: Any Windows, Mac or Linux
- Web Browser: Internet Explorer v6.0 (Windows) or above / FireFox (Windows, Mac, Linux) / any Gecko-based browser (does NOT include Safari)

### Web Server Requirements

- Operating System: Linux or Windows
- Web Server: Apache or IIS
- Scripting Language: PHP 4.3.0 or above (PHP 5.1 or higher recommended)
- Database: MySQL 4.1.1 or above or PostgreSQL 8.1 or above
- Other: To use autoresponders, your need access to Cron on your web server (default) or Scheduled Tasks (Windows). To process bounced emails, your version of PHP needs access to the imap\_XXX functions (default).
- If you're unsure whether your server meets these requirements, simply contact us with your FTP details and we'll check for you free of charge.

### Different SMTP Server for Each Client

By default Generate Mail will use the mail server already setup on your web server, however you can specify a different SMTP server. You can even overwrite the default MTA setup on your server with an SMTP server that will be used for all campaigns.

### Generate Mail Licensing Terms

Purchasing a license for Generate Mail allows you to install a single copy of the product on one single web server. The number of users you purchase can login and they'll each have their own separate contact lists, email campaigns, auto responders, and statistics and account details.

Additional licensing terms:

- Full source code provided, which can be customised as required (Generate Mail licensing code cannot be modified)
- All purchases include support and updates during your maintenance period as per our upgrade policy – please ask for details.
- Your license is non-transferrable and cannot be sold or exchanged
- Perpetual software license