

Prices & Packages

1 Choose your Email Package dotMailer's pricing works much like your mobile phone tariff.

If you are an ad hoc sender or your monthly email volumes vary then our Pay per Send package is probably the package for you. Just like a pay as you go mobile phone, you only pay for the emails you send.

Or

If you are a regular sender, choose the monthly email send volume that matches the closest. You will then be charged the Value Plan monthly charge each month as a flat rate, like a mobile phone contract. If you have sent more emails than your monthly email send volume, then the additional emails are charged per email at the cost per email rate.

Pay Per Send

Monthly email volume*	Cost per email
1 - 1,500	3.0 pence
1,501 - 5,000	2.5 pence
5,001 - 10,000	2.25 pence
10,001 - 15,000	2.0 pence
15,001 - 20,000	1.5 pence
20,001 - 30,000	1.25 pence
30,001 - 50,000	1.0 pence
50,001 - 75,000	0.9 pence
75,001 - 100,000	0.8 pence
100,001 - 150,000	0.7 pence
150,001 - 200,000	0.6 pence
200,001 - 300,000	0.5 pence
300,001 - 400,000	0.45 pence
400,001 - 500,000	0.4 pence

For volumes over 500,000 emails please contact us

* Additional charges will be added if not paying by Direct Debit

Value Package

Value Plan Monthly Charge*	Monthly email send volume (up to)	Cost per email if send over monthly allowance
£19	500	5.0 pence
£29	1,500	2.5 pence
£49	3,000	2.25 pence
£79	5,000	2.0 pence
£99	7,500	1.75 pence
£125	10,000	1.75 pence
£169	15,000	1.5 pence
£199	20,000	1.25 pence
£249	30,000	1.0 pence
£299	50,000	0.75 pence
£399	75,000	0.75 pence
£499	100,000	0.75 pence
£649	150,000	0.5 pence
£699	200,000	0.5 pence
£799	300,000	0.5 pence
£849	400,000	0.25 pence
£899	500,000	0.25 pence

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* Additional charges will be added if not paying by Direct Debit

2 Please turn over for the next step >>

Prices & Packages continued

2 Choose your dotMailer Licence

Just like buying your mobile phone handset, your one-off user licence fee gives you access to your dotMailer account and a whole host of features. Choose the licence fee with the features and functionality that suit you best.

dotMailer Account	One-off lifetime user licence fee	Minimum spend with a dotMailer Value Plan	Minimum Send Charges with Pay Per Send in the months that you send
Standard	£295	£19	£25
Professional	£695	£49	£49
Enterprise	£995	£99	£99

3 Contact us

To discuss our pricing in further detail, to get a bespoke quote or to talk to an experienced email marketing consultant about which dotMailer package and price plan is right for you, contact us.

Call us on: 0845 337 9170

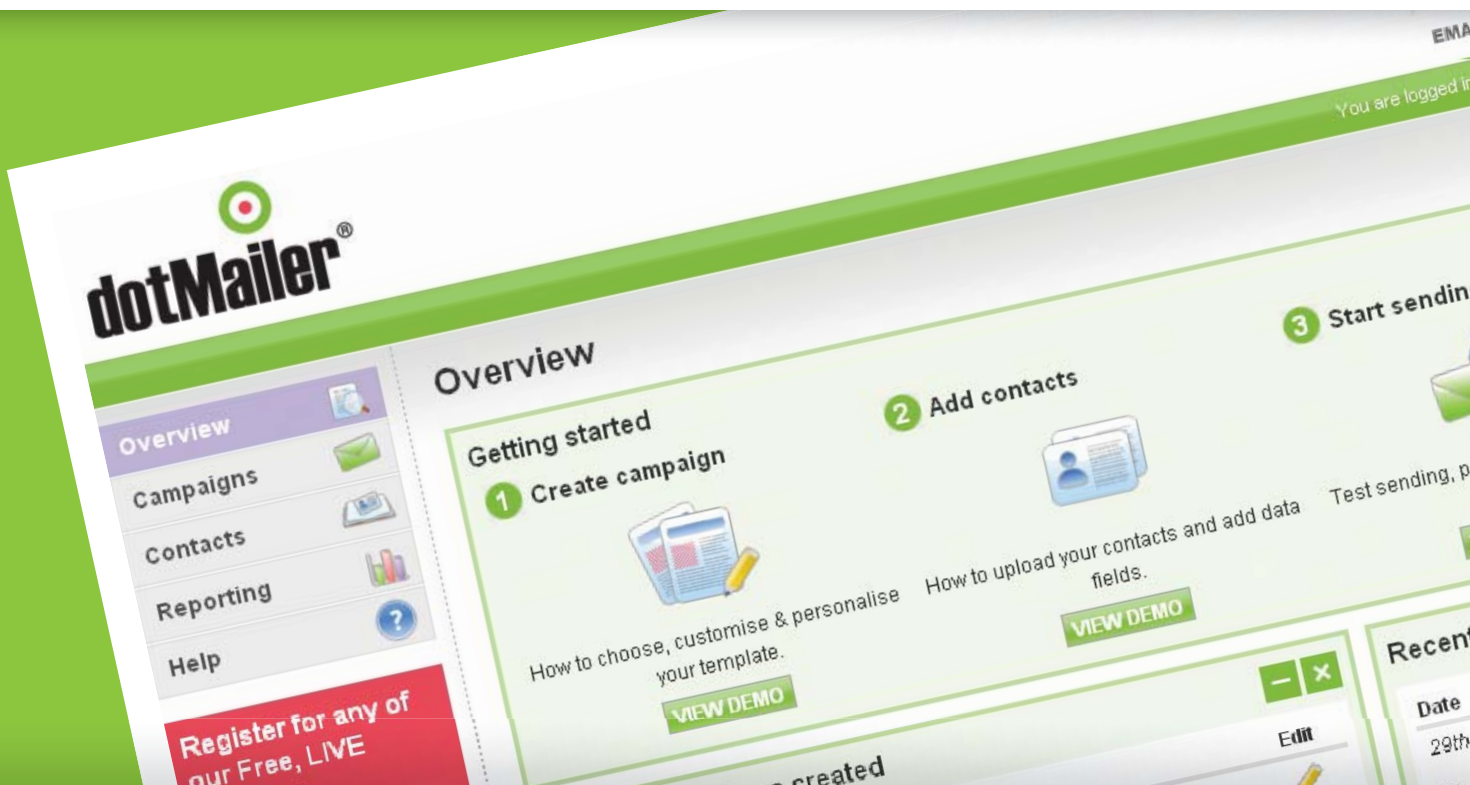
Send us an email: contactus@dotmailer.co.uk

Or visit us online: www.dotmailer.co.uk

dotMailer features list by package

dotMailer comes in a choice of four perfectly formed packages, each with differing levels of features, support and pricing.

Use the Features Checklist inside to choose the package that fits your needs.



Data management

	Lite	Standard	Professional	Enterprise
Number of contact records in database	500 limit	5000 limit	Unlimited	Unlimited
Historical access to reports and campaigns - number of months stored	6	12	24	60
Automatic bounce handling	✓	✓	✓	✓
Data cleanse and de dupe on upload	✓	✓	✓	✓
Amend contact details on-screen, or re-import to refresh the data	✓	✓	✓	✓
Advanced 'sign-up form' feature – Create advanced web sign-up forms at the click of a mouse to opt contacts into multiple address books and to collect/append valuable additional data fields	✓	✓	✓	✓
Suppression list management - bulk import all unsubscribes	✓	✓	✓	✓
Number of mailing lists / address books	1	5	Unlimited	Unlimited
Number of customisable data fields (<i>in addition to five default variables</i>)	1	5	10	400
Custom adjustable hard and soft bounce management thresholds	Fixed	Fixed	✓	✓
Mappable data, on import	✓	✓	✓	✓
Data integrity scoring	✓	✓	✓	✓
Domain suppression	✓	✓	✓	✓
Export soft and hard bounces and unsubscribes by date range, campaign or total amount		✓	✓	✓
API to connect dotMailer to your back-end data systems			✓	✓
One-click integration with Salesforce			✓	✓
Third Party App integration, allowing you to use dotMailer within a third party platform				✓
Segmentation Data Query Builder (including queries by contact history data)				✓
Geomap segmentation				✓

Create

	Lite	Standard	Professional	Enterprise
Easily create your campaigns using "Point and Click" technology	✓	✓	✓	✓
WYSIWYG editor	✓	✓	✓	✓
Template Library including over 100 free, professionally designed generic templates	12 only	✓	✓	✓
Number of personalisable fields (<i>in addition to five default variables</i>)	1	5	10	400
Personalise your email content at the touch of a button	✓	✓	✓	✓
Add external web links to your email content at the touch of a button	✓	✓	✓	✓
'Add to safe senders list' link	✓	✓	✓	✓
'Refer a Friend' link	✓	✓	✓	✓
Built-in Spam Assassin spam checker	✓	✓	✓	✓
Easily upload your design templates into dotMailer		✓	✓	✓
Easy image resizing tool		✓	✓	✓
Add to social networks' link		✓	✓	✓
Dynamic Content			✓	✓
Personalised preview			✓	✓
Advanced spam checker with breakdown by desktop client, server and gateway firewalls (<i>usage charge applies</i>)			✓	✓
Document Manager- link to and launch PDFs, and any other documents, directly from your marketing emails, in one quick step			✓	✓
Survey Builder - available as an add-on service, for easy online survey building, with automatic, real-time population of response data into your dotMailer lists. Additional monthly charge applies for this service				✓
Site Builder, for quick and easy creation of dedicated landing pages for your email campaigns				✓

Test

Lite

Standard

Professional

Enterprise

Free, unlimited test sends

✓

✓

✓

✓

Inbox Preview (*usage charge applies*)

✓

✓

✓

Multiple subject line split testing

✓

Email content split testing (*coming soon*)

✓

'Friendly from address' split testing (*coming soon*)

✓

Send

Lite

Standard

Professional

Enterprise

Multipart delivery

✓

✓

✓

✓

Schedule campaigns to be sent in the future

✓

✓

✓

✓

Outbox, with campaign 'pause' button

✓

✓

✓

✓

Triggered emails following web form submission

✓

✓

✓

Send from your companydomain.com (*set-up charge applies*)

✓

✓

✓

Generic, account-wide auto responder for all email replies

✓

✓

Auto responder for email replies, customisable by campaign

✓

Triggered emails based on recipient action

✓

Custom event triggered emails (*e.g. Upsell email sent automatically to any customer who orders product A, or who's Birthday it is*)

✓

Series triggered emails (*e.g. four-stage subscription renewal programme*)

✓

Reporting

Lite

Standard

Professional

Enterprise

Graphical representations of your results

✓

✓

✓

✓

Delivered and open rates

✓

✓

✓

✓

Links clicked - by link name and URL

✓

✓

✓

✓

Forwards

✓

✓

✓

✓

Replies

✓

✓

✓

✓

Bounces and unsubscribes

✓

✓

✓

✓

Drill down to individual recipients

✓

✓

✓

✓

Overlay, hotspot report

✓

✓

✓

Print out board room ready reports

✓

✓

✓

Unlimited export of the reporting stats

✓

✓

✓

Generate "Hot Prospects" reports to further target your lists

✓

✓

✓

Filter results by Link Name to generate follow-up campaign lists

✓

✓

✓

Social network bookmark views

✓

✓

✓

Personalised preview

✓

✓

✓

One-click Google Analytics tracking code tool

✓

✓

✓

Schedule report update, emailed to up to five colleagues per campaign

✓

✓

Automatic list/address book generation from reports, for follow-up campaigns based on filtered results

✓

✓

Website page and path tracking

✓

✓

ROI tracking from email to website conversion, by numerical and alpha codes

✓

✓

Compare reports from different campaigns

✓

✓

Report by top 10 domains

✓

✓

Filter all reports by address book, segmentation filter or dynamic content

✓

✓

Contact history reporting

✓

Geomap of results

✓

Please turn over to view more features >>

Support

	Lite	Standard	Professional	Enterprise
Online FAQ and help	✓	✓	✓	✓
Free unlimited email support		✓	✓	✓
Free telephone support		for first 30 days*	✓	✓
Dedicated Account Manager who knows your business			✓	✓

Lite

Standard

Professional

Enterprise

✓

✓

✓

✓

✓

✓

✓

for first 30 days*

✓

✓

✓

✓

* Ongoing telephone support available to dotMailer Standard clients, at £35 p.m

Account management

	Lite	Standard	Professional	Enterprise
Number of licensed users	1	3	10	Unlimited
User permissions management			✓	✓
Hierarchical Parent and Child accounts (<i>Chargeable per Child Account</i>)			✓	✓
Brandable Corporate Console			✓	✓

Lite

Standard

Professional

Enterprise

1

3

10

Unlimited

✓

✓

✓

✓

✓

✓

Contact us

Call us to discuss our features and pricing in further detail, get a bespoke quote including everything you need to get started with dotMailer, and lots of advice about your email marketing.

Call us on:
0845 337 9170

Send us an email:
contactus@dotmailer.co.uk

Or visit us online:
www.dotmailer.co.uk