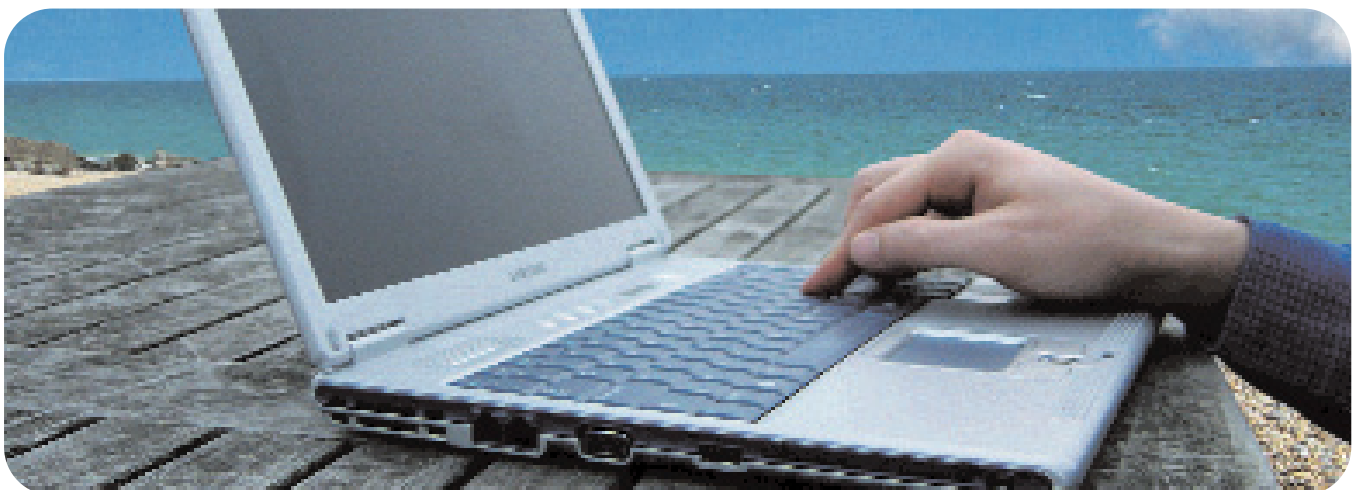


# Brand Control, Tactical & Campaign-Based Messaging with the Smartest Email Marketing Solution Yet

## Introducing the Mimecast Marketing Advantage...

Email is the new paper, now used for over 80% of written business communication. Despite its popularity and obvious benefits to conducting good business, it remains largely un-standardised and anonymous from a corporate branding perspective. Barriers to the adoption of this obvious addition to the branding toolbox include:

- **IT implementation complexities that can negate any real marketing benefits**
- **A lack of flexibility and centralised control of lists for both assignment and exclusion**
- **The absence of best practice HTML email standards**
- **No quick and simple method of ‘one to many’ and ‘one to few’ communications**
- **Difficulties in understanding the response to numerous tactical messages within a single email**
- **Deliverability and bounce-back issues**
- **Timing communications to fit the marketing schedule without hijacking corporate email delivery**





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## **The Mimecast Marketing Advantage addresses these issues with an innovative online solution, adding 5 key capabilities to your email architecture:**

### **1. Central brand control**

Mimecast offers a smart and powerful brand control toolset, allowing centrally controlled templates to be applied to emails before they leave the company, without end user intervention or error. Templates can include corporate logos and imagery, legal notices, company information, standard business cards and font controls, providing a brand identity as strong and cohesive as companies enjoy on paper. Mimecast's rich graphical design and content management interface enables the marketing team to control all templates for the company without requiring IT support and input. To ensure maximum acceptance and interaction by recipients, Mimecast allows them to dynamically opt-out of receiving image-based branding so that all receive emails in the format they prefer.

### **2. Smart eyelevel tactical messaging**

Besides standardisation and branding, Mimecast enables you to keep your audience, or key audience segments, up to date by discretely incorporating important company information into every email leaving the company. Providing a direct link to upcoming activities such as training, customer events and special offers can make a real difference to how many people attend or respond, while links to important updates such as company news, price changes or the release of new products can provide maximum visibility just when it's needed. These content options are simply uploaded into a library to be either randomly assigned as emails leave the company, or included based on flexible rules that provide close targeting and strategic communications for greatest impact.

### **3. Powerful reporting and analytics**

Once smart email branding has been implemented, Mimecast allows for smart analysis of results too. Tracking every single click-through on every single component placed into every single email provides both general and granular reporting so that you are able to measure the interest in and success of every message. Who clicked through to the website, information or links emailed out, which were the most popular links clicked on and when they were accessed are just some of the options available. Marketers can access this vital information at every stage of a campaign, allowing for fine-tuning to be identified and implemented as required. Mimecast provides all this information in smart graphical representations, giving

meaningful management reporting of the reach and response as well as click activity over time so that the release and lifespan of content can be tracked, edited and analysed.

### **4. Campaign based mailing**

Electronic newsletters and promotional emails to your company's database can be a rather complicated process, all too often requiring IT support which results in campaign parameters being altered. Mimecast radically simplifies the creation, publishing and management of email campaigns, letting the marketing team take complete control of the marketing campaign. Mimecast makes it easy for non-technical marketing staff to create and publish new content using a selection of predefined templates, and the online design and content management tools provide additional options for more proficient users. The solution has all the ease of use of a graphical editing tool, combined with all the flexibility and richness that raw HTML affords. Attribute-based mail merge fields provide all the personalisation and data integration capabilities that the marketing team will ever need, ensuring information gets to those who need it most.

### **5. Elegant data management and compliance**

Managing the data associated with newsletters or campaign-based email requires smart tools, and Mimecast therefore offers easy to use methods of creating, managing and segmenting lists. Mimecast can provide a master list of all the addresses your company sends and receives email from and to on a daily basis which is a useful starting point for creating a compliant mailing list. Mimecast also provides tools for data to be imported and cleaned such as automatic management of unsubscribe opt-out requests and bounced emails. This saves hours of clumsy data and list management and increases the success of a campaign. Emails sent by Mimecast Marketing Advantage are sensitive to an organisation's bandwidth needs, ensuring that person to person email is given priority and large broadcast loads are sent during quiet times, without degrading the primary email delivery performance.



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## About Mimecast

Mimecast Ltd. (Mimecast) is a technology innovator in email, messaging and utility IT head-quartered in London, England. Mimecast Online, a unified, next-generation email, security and information management platform, combines a number of business-critical functions into a modular suite of products. Accessed and managed via a single web interface, Mimecast helps companies avoid an accumulation of IT point solutions and provides system administrators with flexibility, best-practice features & functionality and unprecedented ease of use.

Mimecast technical innovations include the development of the Advanced Real-Time Reputation Managed (ARMed) SMTP - the first technology that precisely and correctly blends advanced reputation and protocol connection techniques into a powerful and effective zero admin and zero false positives anti-spam system. This sophisticated capability is possible due to the unique relational database driven architecture of the Mimecast platform and the unique in-protocol intelligence that Mimecast applies.

Industries finding Mimecast's technology invaluable include legal, pharmaceutical and financial services - and key clients include: Stephenson Harwood, a leading international commercial law firm; CPG Holdings, a world-class logistics service partner; and Dixon Wilson, one of the leading private client chartered accountancy firms in the UK.

## Mimecast Modules

Mimecast's scalable software solutions are instantly configurable and can enhance or replace existing technology, improving effectiveness and radically reducing total cost of ownership and operation for any business where communication, or communication management, is mission-critical.

Current modules include: the Mimecast Smart Perimeter for security, continuity and control of business emails; the Mimecast Message Warehouse for on-demand storage, compliance and rich email information management; and the Mimecast Marketing Advantage for enhancement of everyday and campaign-based email communications.

## Deployment

Mimecast is a 'Software as a Service' company that provides high quality internet-delivered services via its resilient utility grid, spanning multiple data centres. Unlike other managed service offerings which leave customers in the dark or with minimal access, there is absolutely no management trade-off between owning onsite technology and having it provisioned remotely.

Retaining full administrative visibility and control over the system using the "best in class" browser-based management console, each account on Mimecast Online is able to be managed and controlled in real-time.

