

Oscar Email Delivery and Automation Platform



Simple, Smart and Powerful



Oscar data subscribers can now access our email delivery platform. Designed, built and provided to us by Industry leading software company, Forfront, this offers the best combination of quality Oscar data coupled with simple and powerful email campaign delivery. Each account is fully customised and all content, branding, to and from addresses, metrics and opt outs are discreet to each user.

This is not just another email broadcast system; the software includes full tracking, reporting, lead generation and extensive campaign automation options.

The platform puts you in the driving seat, with complete drag and drop functionality for your creatives, reports, campaigns and marketing automation.

We are also here as needed to provide a fully personalised and customised set of services from HTML design to campaign consultation and management to help achieve your ambitions.

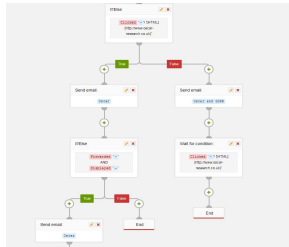
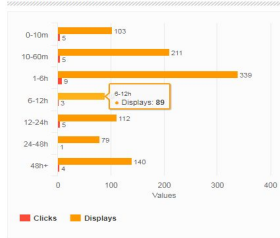


Functionality

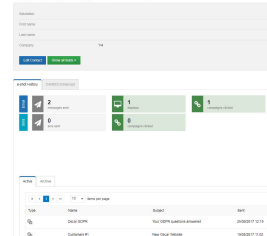


Easy HTML Upload, Editing, Plain Text and Drag and Drop options for email and survey creation. Contacts Manager including grouping, sorting and searching as well as downloading into Excel. Campaign Creator with simple creation of flow diagrams to automating complete marketing journeys. Extensive standard and bespoke report options to create online, PDF or downloadable reports. API functionality built in for you to sync your campaign activities and results with Salesforce or other compatible CRM systems. Full details can be seen on the Oscar Email Platform Functionality Guide.

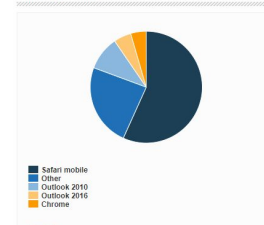
Interaction Time Frames



Transaction history for tm@public-sector.co.uk



Email Client Usage



SetUp and Training



We take the stress out of getting you up and running. Simply tell us you'd like to get started and we'll take it from there. We create your account, show you how to upload your Oscar data selections to the platform, register your own unique domain for your sends to come from and provide you with a username and password. Nothing more to it.

The system is simple, elegant and generally excellent. Backed with an online help guide and support, as well as your Oscar Account Manager just a phone call or email away; so you may want to just jump straight in. If, however, you'd like a human to give you a run through and familiarise you with the system, then we would be more than happy to do that too.



Credits and Bounces



We take a straightforward approach to send credits. Based on the volume of records in your Oscar database license, we (or indeed you), can calculate a monthly rate that provides for the equivalent of 20 complete sends over a year to your data. So, for example, if you licensed 10,000 records, you would have 200,000 send credits in your account to be used when best suits you, your market and your campaigns. This can, of course, be increased at favourable rates whenever you need or wish.

Any hard bounces from your campaigns are automatically fed back to the Oscar Research Team for verification and updating. Adding value to your database subscription, ensuring your broadcast lists are as up to date as possible, increasing engagement and benefitting all Oscar database users.



Costs



Account Costs

One Off Account Set-Up	£200 plus VAT
Fixed Monthly Fee	£40 plus VAT
Monthly Credits	£10 per 1000 records (20,000 annual sends)
Training	£125 per user

Set up Cost includes account creation and registration of bespoke domain for exclusive usage. Monthly costs are provided on a rolling monthly contract with one month's notice required for cancellation.

A cost example for 5,000 records/emails after the setup cost would be £90 per month and would provide 100,000 send credits over a year.

Volume discounts are available. Please contact us.



Costs



Additional Services available for Account Holders

Creative Design

From £120 p/h plus VAT

From single email design to a series. Landing pages to marketing assets. We are here to help design and enhance your content.

Single Broadcast and Report

From £150 plus VAT

Receive the HTML/Creative from you, discuss the selections and delivery date/time. Send over proofs for approval. Conduct the broadcast and send report after 7 days. Live access to all reporting and engagement is available within your account anytime.

Complete Account Management

From £100 per month

We can take on all aspects of managing your account and broadcasts. Including keeping your data refreshed, scheduling broadcasts, creating campaigns and providing reports.

Get in touch



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