

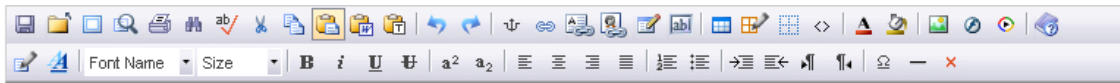
Online Direct Graphic Mail Solution

Online Direct provide online email newsletter, SMS and mass communication services. Prominent GraphicMail clients include; Pipex, Virgin Active, Sotheby's, Europecar, Oxfam, Harvard University and Cox communications.

Features of Online Direct Graphic Mail

Newsletter Creation and Editing

- HTML and Text - MIME compliant by sending both html and text version. Unsubscribe, forward to a friend and spam complaint links are also automatically included in the Footer.
- WYSIWYG rich editing including inserting images (oversized images can be automatically resized) and text, spell checking, personalise content using mail merge tags, insert form tags for simple surveys, edit HTML code for power users.



- Multiple language support allowing 48 different character sets.

Character set*

*This character set will be used when creating new newsletters.

- A gallery of over 200 templates based upon industry themes and categorized by purpose and industry category for easy access.

Note: Greyed out boxes indicates that those templates are already in your account.



- Embed hyperlinks, bookmarks and internal links, links to previous newsletters and links to pdf's, word or other media stored in the client account library, unsubscribe, subscribe and forward to a friend links anywhere within the newsletter.
- Include rich media such as flash files and images, and add, manage and select images from an image Library.

DATA | VOICE | EMAIL MANAGEMENT

Online Direct (Pty) Ltd.  tel. 011 317 1800  fax. 011 317 1808  email. info@onlinedirect.co.za
Block B. Ground Floor. Pineslopes Office Park. Cnr Witkoppen Road and The Straight. Pineslopes. Fourways. Johannesburg.
reg. no. 2007/015654/07  directors. Dion Carter & David Cooke

WWW.ONLINEDIRECT.CO.ZA

List Management

- Import and export lists and de-duplicate and check for invalid email addresses.
- Manage lists, including merging or purging addresses and editing individual addresses.

Add up to 10 e-mail addresses
 Copy and paste 1 - 1000 addresses
 Import e-mail addresses from a file
 Import mail merge fields

Select your delimiter or file type. Make sure to fill in the sheet name when importing a excel file.

FILENAME

Delimiter (Separator in the file)
 Comma Tab
 Semi Colon

Microsoft Excel Spreadsheet
 Excel *sheet1
 *Specify the sheet name to import

I certify that the list being uploaded is opt-in and complies with the [Anti-Spam Policy](#). Read the [Privacy Policy here](#).

No Mailinglist
 Oactive (0 unsubscribed, 0 invalid)
 Enable preview

Preview disabled

E-MAIL STATUS LEGEND

- List building through 'forward to a friend' and 'subscribe' links (customisable Subscription Form).
- Subscriber management including self-service unsubscribe link (mandatory) with option for 1-click automatic unsubscribe or longer subscription/unsubscribe form.
- Customisable contact dataset and contact search.

Col	Column Name	Data type	Data Options	Default Value
	Email	<input type="text" value="Email"/>	MANAGE OPTIONS	
1	Name	Text (250 characters) ▼	25 characters wide ▼	Subscriber
2	Mobile number	Text (250 characters) ▼	25 characters wide ▼	
3	Postal Code	Text (250 characters) ▼	5 characters wide ▼	
4	Year of Birth	Dropdown ▼	Year of Birth ▼	
5	Gender	Dropdown ▼	Gender ▼	

- Demographic and behavioural segmentation of contact set.

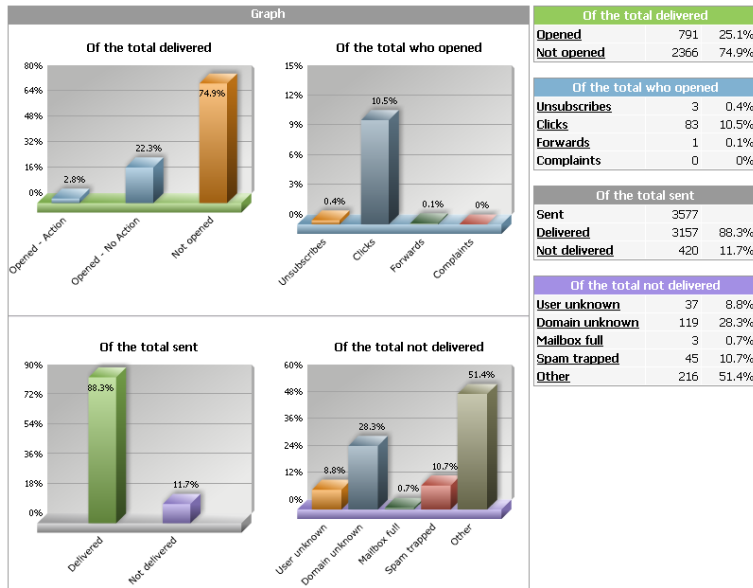
To query a dataset, select the dataset from the list and use the fields on this page to build your query.

Select data from

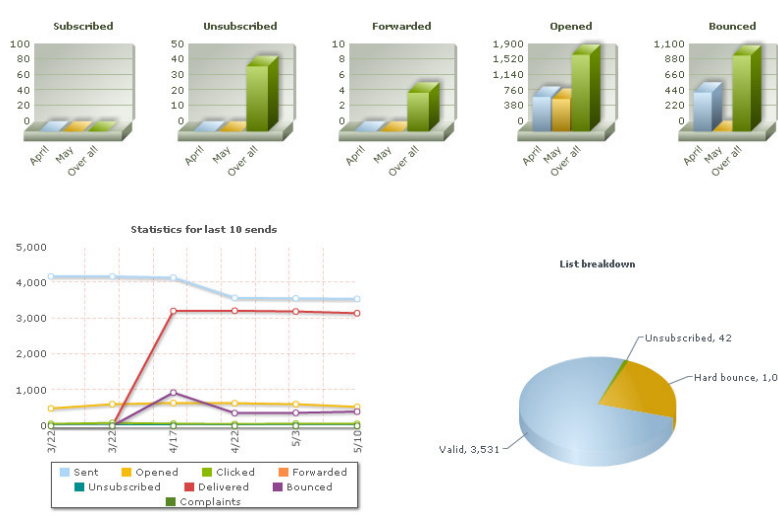
where is
 and is
 and is

Sending & Reporting

- Both immediate and scheduled sending available for single and multiple newsletters and lists. Spam score can be calculated before sending a newsletter.
- Reports can be viewed either by send operation or by particular contact list.
- Reporting by send shows graphically and tabular such data as total emails delivered or opened, and type of action (unsubscribe, clicks, forwards, complaints) and non-deliver reasons.



- Reporting by list shows graphically and tabular the behaviour of a list over time including such data as number of subscribers, unsubscribers, forwards, opens and bounces, break down of list and emails sent, delivered, opened, bounced, clicked, unsubscribed and complained over time.



- Behaviour Targeting: All delivery stats are marketing driven, with the ability to take actions such as creating a new targeted list based upon opens or clicks.

DATA | VOICE | EMAIL MANAGEMENT

Anti-Spam

- An anti-spam footer is included on each email to allow recipients to manage their subscription, unsubscribe and provide feedback.

Text:

powered by  | [unsubscribe](#) | [forward](#) | [update profile](#)

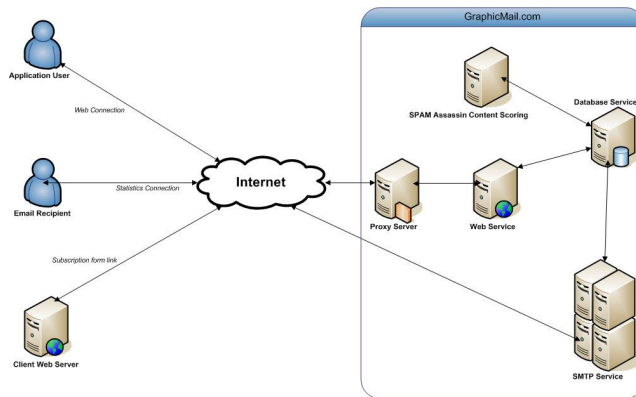
This network may only be used for sending permission based email.
If you did not request to receive this message, [please notify us](#).

This email was sent to billy@raceresults.co.za by billy@raceresults.co.za | [Read our Privacy Policy](#).

- Complaints feedback loop can be monitored and also unacceptable feedback levels are monitored by Online Direct's Graphic mail servers to insure integrity of the service (to avoid block-listing).
- Each client account has a unique block list which functions as a suppression list. Every unsubscribing or complaining recipient is added to this list.
- GraphicMail is fully CAN-SPAM compliant and compliant with all EC Privacy Directives. Our privacy policy has been 3rd party certified by TRUSTe.
- Comply with all industry standards such as SPF records, DomainKeys and SenderID.
- Prior to sending an email a spam score can be obtained.

Technical Overview

- Online Directs GraphicMail infrastructure is n-tier with distinct mail processing, web service and database components for high performance.



Basic GraphicMail infrastructure diagram

- The service is hosted in diverse, secure data centres with fully redundant power and 100Mb internet connections for maximum uptime. Support is 24Hrs.

Costing

Costing is based on 1 credit = 1 email, credit are not carried over monthly.

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SEND CREDITS	ZAR
5000	350.00
10000	480.00
20000	720.00
50000	1500.00
100000	2200.00

Setup

Activation fee, once off R990.00

Design Fee

Template design and upload R1200.00

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