



**MailDirect**

Make it Personal.

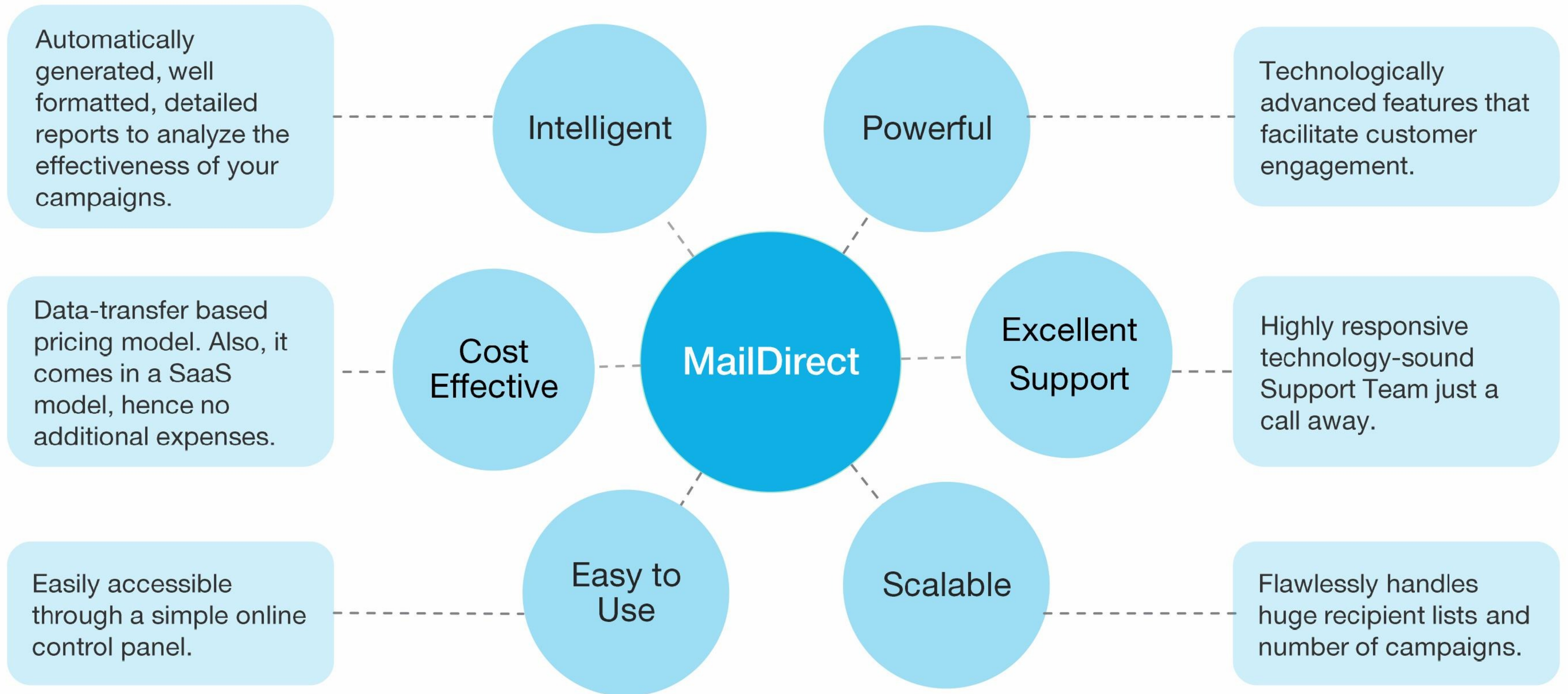
# MailDirect – Effective, Efficient, Intelligent

- What is MailDirect?
- How is it going to help me?
- What does it do?
- Who else is using it?

# What Is MailDirect?

A Complete digital marketing solution..

# MailDirect – Effective, Efficient, Intelligent



# How Is It Going To Help Me?

Assistance in Digital Marketing strategy implementation..

# What Can MailDirect Do For You?

- Roll-out **personalized** email and SMS campaigns.
- Create **engaging** campaigns using HTML/EML/Text editors.
- **Connect** with customers and prospects using multi-lingual messages in.
- Conduct surveys for **market research** and receive instant responses.
- Pay only for the bandwidth consumed – **Data-transfer based pricing** model.
- Review **campaign performance** using system generated detailed reports and align your Marketing strategy accordingly.
- Experience congestion-free high-speed **connectivity** – MailDirect is hosted on premium high-performance servers.
- Automatic **version update** – MailDirect is available in SaaS model.

# What It Does?

Few attributes that Marketers really appreciate..

# Personalized Email Marketing

- Personalize your email campaigns using as many as 30 custom fields.
- Roll-out email campaigns to exhaustive recipient lists seamlessly.
- Compose exquisite mailers using text, HTML and EML editors.
- Provide customers the freedom to opt out of your mailing lists.
- Gauge email campaign effectiveness using system generated reports on emails sent, bounced, opened and clicked – with geographical distribution.
- Review your campaigns as they progress – in real-time!
- Reconnect with your customers/prospects based on their interaction with pervious email campaigns.



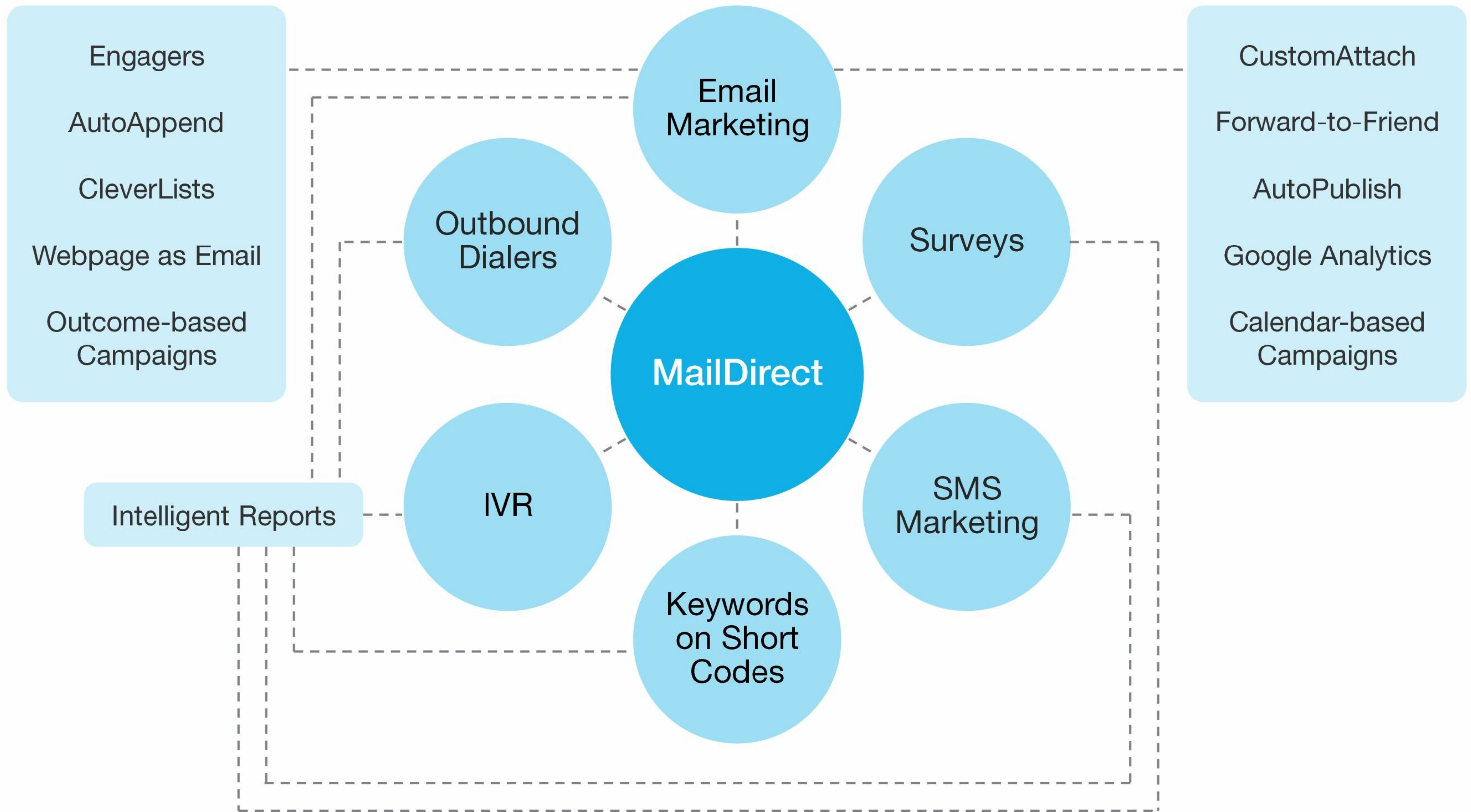
# Online Surveys

- Conduct surveys to tap your target audience's pulse.
- Gain insights on your customers – buying behavior, purchase history, spending capacity and personal opinions.
- Engage your prospects in a two-way communication.
- Gather critical market information and customer preferences regarding newly launched products/services.
- Collect feedback and cater to the changing customers needs/desires.
- Implement systems improvements incorporating survey feedback.

# Other Offerings

- **SMS Marketing** – Connect with a wider audience, interact with them on the move and enable them to respond quickly.
- **Keywords on Short Code** – Provide an effective Call-to-Action mechanism to communicate with you; to know more sms MAILDIRECT to 56070.
- **Interactive Voice Response (IVR)** – Personalize communication using messages in local regional languages and automate response tracking through a well structured IVR system.
- **Outbound Dialers** – Overcome regional boundaries by sending voice messages in multiple languages.

# MailDirect Components



# Feature Guide

## Outcome-based Campaigns

- Plan your next move based on responses to past campaigns.
- Bypass downloading and uploading separate lists based on responses.
- Send customized offers based on emails viewed / not viewed / clicked to enhance interest levels.
- Escort customers/prospects one step closer to the purchase decision.

## Calendar-based Campaigns

- Schedule recurring campaigns on a timely basis.
- Automate all event-triggered messages.
- Connect with your customers on time, every time.

# Feature Guide

## Engagers

- Keep communications with your customers alive.
- Engage with customers via continuous periodic communications throughout the customer life cycle.
- Use case: Sign up > Trial > Additional information > Payment > Renewal.

## Forward-to-Friend

- Enable your customers to refer your offerings to their acquaintances.
- Track customers spreading positive 'Word of Mouth' about your brand/business.
- Generate new leads without incurring additional expenditure.
- Observe your customers' actions and act accordingly.
- Create buzz about yourself in the market without additional efforts.

# Feature Guide

## Webpage as Email

- Notify interested customers/subscribers about frequently changing content.
- Ensure communication consistency without regular manual intervention.
- Enhance your SEO efforts by making all fresh content accessible to interested customers and driving incremental traffic to your website on a regular basis.

## Google Analytics Integration

- Embed your google Analytics property ID into email campaigns and track visitors landing on your website/webpage through a particular campaign.
- Get information on the traffic generated by your campaigns, how long the visitors stayed on the landing page, what they did while they were there, where did they move to, and much more.

# Feature Guide

## AutoPublish

- Automatically publish emails campaigns updates on your company Facebook page.
- Sync your marketing and social media activities.
- Update people following you with the latest offerings and developments.
- Spread a positive 'Word of Mouth'.
- Generate fresh leads.

## AutoAppend

- Keep a track of every single customer visiting your website.
- Have visitor details automatically added to your mailing lists – making it easier to reconnect.

# Feature Guide

## CustomAttach

- Send personal attachments to recipients without human intervention – saving time and eliminating error possibilities.
- Experience congestion-free bandwidth and seamless email deliveries as the campaign analysis takes place via MailDirect's bandwidth.
- Save time and cost by optimizing human resource utilization.

## CleverLists

- Devise email campaigns using custom fields.
- Reduce the 'Go to Market' time by speeding up campaign development.
- Minimize recipient list maintenance.
- Optimize list management and maintenance as fewer lists need to be stored.



# Feature Guide

## Intelligent Reports

- Monitor email campaigns in real-time.
- Gauge campaign effectiveness using automatically generated detailed reports on:
  - Real-time campaign progress.
  - Total emails sent
  - Bounced emails – hard and soft bounces
  - Messages opened, clicked through and forwarded
  - Location analysis
  - Time of the day when recipients responded to your campaigns
  - Engager status
- Get reports on the total number of SMS sent along with their delivery status.
- Analyze market information and customer preferences using survey response reports.

# What Can I Take Away?

Things to remember..

# Things to Remember

- Personalized digital marketing solution.
- Easy to use – easily accessible through simple interactive online control panel.
- Well-designed – technologically advanced features.
- Excellent support – a support network that's every competitor's envy!
- Countrywide presence – channel partners across more than 50 locations in India and abroad to provide expertise across geographic boundaries.
- Cost Effective – reduces 'Total Cost of Ownership' as MailDirect is priced on a data-transfer model.
- A complete digital marketing tool spanning across Email, SMS and Voice.

A few of our satisfied clients

Who Else Is Using It?

# Some Clients



Who are we

About QLC?

# The Company

QuantumLink Communications Pvt Ltd is a software development company based in Mumbai, India. QLC designs and develops applications oriented towards getting maximum productivity and utility from the Internet, with specific emphasis in the areas of email, Internet sharing and TCP/IP based knowledge management systems. We take a lot of pride in offering excellent technology, via our high performance sales network that is backed by a knowledgeable and responsive support team. Our inclination has always been to deliver significant value to our customers on a continuous, ongoing basis.

In addition to our flagship products - PostMaster Express & PostMaster Enterprise, QLC also has over half-dozen software products in the market. With over 7,500 customers and over 13 years of proven technology expertise, QLC is working on a number of product ideas, all attempting to redefine Internet protocols to achieve Internet Productivity.

# Let's Talk

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# Thank You



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