

“Doesn't it feel good when you walk into a store and they greet you by name?”

Today, consumers won't settle for mass communications that treat them like anonymous prospects. They want to believe your business knows who they are and what they like. They want personalized messages with content that is relevant for them — even if they're one among millions who purchase your products.

MailDirect helps you reach your consumers with pin-point accuracy - and lets you address them by name in your communications.

MailDirect is a powerful and versatile email marketing system for creating and executing professional and highly personalized email campaigns. MailDirect combines powerful personalization features with an intuitive interface that gets your campaign ready to deploy with minimum effort, and then goes on to provide you with in-depth reports across a variety of parameters to analyze the effectiveness of your campaigns.

MailDirect runs on powerful servers located on hi-speed Internet bandwidth to ensure that your campaigns operate at Internet speeds. So that you get to maximize the productivity of email - for your own and for your clients businesses.

The Power of Email Marketing

Today, email ranks among the big-three of the most effective digital marketing options. The power of email marketing comes from a variety of factors.

- It allows targeting
- It is data driven
- It drives direct sales
- It builds relationships, loyalty and trust
- It supports sales through other channels

Modern email marketing services and solutions support database integration, segmentation and various other tricks and techniques for improving the targeting of outgoing messages. Advanced systems will even enable you to generate on-the-fly emails customized down to an individual recipient basis.

And every email campaign you send out generates actionable data you can use to further refine your approach and messages.

Email promotions and offers generate immediate action: sales, downloads, inquiries, registrations, etc. Informative email newsletters and other emails send people to offline stores and events, prepare the way for catalogues, build awareness, contribute to branding, strengthen relationships, encourage trust and cement loyalty.

Presenting MailDirect

MailDirect is a powerful and versatile email marketing system, that has been designed to let you create and deliver professional email campaigns to your customers. Starting with the ability to create (and edit) rich, personalized email, to providing you with an array of reports on bounces, click-thru rates, and other parameters of campaign effectiveness, MailDirect incorporates a wide range of features to help you achieve professional email marketing.

MailDirect allows you to manage any type of email campaign - promotional campaigns, newsletter subscriptions, discussion groups, product updates and the like. And all you need to do is to upload your message and prepare the recipient list; MailDirect will then walk you through setting up your campaign, testing the look and feel of the final message, to providing you with real-time information on the status of your campaign.

MailDirect is a powerful and versatile email marketing system for creating and executing professional and highly personalized email campaigns

To ensure the highest levels of efficiency, MailDirect runs off high-performance servers and high-speed Internet bandwidth - so whether your campaign is to a few hundred or a few hundred thousands, you will experience no choke-ups or congestion.

Since MailDirect is made available to you in a Software-as-a-Service (SaaS) model, you will always be using the latest version of the system, without ever having to worry about upgrades, patches or versions. Our development team is continuously at work to provide you with even more tools, features & functionality - to ensure that you have a world-class digital marketing system at your disposal

Benefits Overview

Flexible & Dynamic List Manager

Personalization is the key to email marketing, and MailDirect takes this extremely seriously by providing you with 14 custom fields that could be used for customization and personalization .

Not only can you host multiple lists based on your classification criteria, but you can even dynamically create new lists by simply regrouping and mapping already hosted email addresses based on any new inclusion criteria.

Online Text Message Editor

There are times when messages have to be sent out at very short notice, where you're not so much worried about aesthetics as much as the criticality of the email going out on time.

For such situations, MailDirect has an online text editor to compose simple text messages that require no formatting. For the rest, you could always compose your message in HTML and upload directly.

Test Manager

A mail that looks absolutely fine in the HTML-composer may look very different in an email client. And its easy to make an error in an emergency. MailDirect helps you eliminate formatting glitches right upto the very last minute - the final mailer can be test-mailed to 5-users, for the last and final check before activating the campaign.

Real-time Campaign Monitor

When your manager wants to know the status of the campaign every 5-minutes, when timing is of the essence, and you need to monitor your campaign as it is in progress - you can watch the mail-flow in real time, and even pause or cancel your campaign should the need arise.

Automatic Bounce Handling

A mailing list is only as good as it is fresh, and inaccurate information is poison in a list. MailDirect recognizes this, and incorporates a mechanism to allow you to learn from bounced email.

Once a campaign is completed, MailDirect generates a list of addresses from which messages bounced that are then automatically blocked from future campaigns, till you scrutinize them and specifically re-include them. You can look at the list of bounces along with the reasons, and keep your lists clean after each campaign.

Reports & Analysis

MailDirect generates easy-to-read and detailed reports on each campaign to allow you to analyze the effectiveness of your campaigns; these include reports on total mails sent, bounces, opened messages and click-thru's, including their geographical distribution.

ASP Model

MailDirect is hosted on high-performance servers with high-speed Internet connectivity to ensure that your campaigns are executed very rapidly. Without the need for any software installation, maintenance or investments in Internet infrastructure.

You are also assured of always using the latest version of the system, and get the benefit of the continuous addition of new features, functionality and the associated benefits. And in the unlikely event that you require support, we are just a telephone call away

MailDirect handles every aspect of setting up and managing your email campaign - freeing you to focus on your customer!

Features at a glance

List Management

- Upload lists manually or via file upload
- Create fresh lists dynamically based on rules and criteria.
- Built-in Bounced ID management
- Upto 14 - fields for list personalization.

Campaign Management

1. Step-by step email creation
2. Send HTML as well as plain text email
3. High level of email personalization
4. Test your campaign

Detailed Reporting

1. Real-time tracking
2. Click-Through analysis and Open Rate reports
3. Bounce reports
4. Delivery reports
5. Geographical reports

Other Benefits

1. No software installation or configuration
2. Continuously upgraded to provide advanced features and higher levels of performance
3. High performance servers, located in world-class data centers.

Licensing Information

MailDirect charges are based on packs that are designed keeping in mind the quantum of data traffic you are likely to incur. The monthly data transfer packs are in convenient slab of 500 MB, 1 GB, 2 GB, 3 GB, 4 GB, 5 GB, 10 GB, 15 GB, 20 GB. Data Transfer Packs above 20 GB per month are also available on request.

QLC takes a very stringent view of spam, i.e. unsolicited commercial email, and will take strict & unilateral action in the event that a customer indulges in propagation of spam. Please read our licensing terms and conditions carefully; before activation of services, customers have to sign an End-User License Agreement (EULA), which incorporates the requisite indemnity clauses.



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AN ISO 9001-2000 COMPANY



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