



mossface
web design

Email Marketing :: Price Structure

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How it all works

Check the usage price plan below and decide whether a fixed monthly charge for an ongoing campaign is better suited than the flexibility of the pay per email system for seasonal or ad hoc campaigns.

License Fee	£150	£300
	Standard	Professional
Data Management		
Number of contact records in database	5000	Unlimited
Automatic bounce handling	✓	✓
Data cleanse and de dupe on upload	✓	✓
Advanced sign-up form		✓
Design		
Create your campaign with a point and click interface	✓	✓
Built in Spam Checker	✓	✓
Add external web links to email campaigns	✓	✓
Template library + Personalised designs		✓
Reporting		
Graphical results report	✓	✓
Delivery reports and open rates	✓	✓
Links clicked	✓	✓
Unlimited reporting stats views		✓

Monthly usage price plan

Emails sent: from	to	Monthly Charge (12 month contract)	Pay per email price (and additional cost per email over price bracket for monthly plan)
0	2000	£30	2.0 Pence
2001	5000	£55	1.8 Pence
5001	10000	£100	1.5 Pence
10001	20000	£150	1.3 Pence
20001	50000	£250	0.8 pence
50001	100000	£350	0.5 pence
100001+	please contact us.		

The Pay per email system is subject to a minimum invoice charge of £30 on the months that you do send an email.