

# fastrack email marketing - Effective eMarketing made Simple

- 1 Do you want to create exceptional looking emails in a quick and easy manner?
- 2 Do you want to manage your prospect and customer databases in one central location?
- 3 Do you want to efficiently track and measure your campaign results in real time?

fastrack email marketing is a uniquely simple, yet powerful online system that allows you to easily manage your Email and SMS marketing communications in an efficient and effective manner

Designed for both new and experienced eMarketers, *fastrack* email marketing is able to guide you through your first sends while providing proficient users with a robust & powerful system.

## 4 Simple Steps to eMarketing



### 1 Build

Quickly build and manage your customer databases.



### 2 Create

Easily create eye catching promotions, invitations and newsletters.



### 3 Send

Send targeted communications to specific customer segments.



### 4 Track

Efficiently track and analyse results in real time.

## The Key Benefits of *fastrack* email marketing

### Easy and Flexible

Simple enough to create and send your first email campaign within 10 minutes or automate a series of time based messages allowing you to do other, more important tasks.

### Cost Effective

Significantly reduce lead generation, marketing and overall client communication costs – no need to bug your finance department every time you need to communicate with your customers

### Centralised Organisation

*fastrack* email marketing auto updates a customer's record every time you send a communication – saving time in accessing who sent what, when to which client – enabling faster and more accurate decision making.

### Scalable

No need to switch vendors as your marketing demands increase. *fastrack* email marketing has been designed to accommodate your requirements whether you're a local travel agent or international airline.

Contact TA Fastrack for a free 30 day trial of *fastrack* email marketing

[www.tafastrack.com/fastrackemail](http://www.tafastrack.com/fastrackemail)



# The Key Features of *fastrack* email marketing



## Total Database Management

- ✦ Upload existing databases consisting entirely of your own specified fields
- ✦ Grow your database automatically using customised web forms
- ✦ Search and segment contact lists
- ✦ Manage unsubscribers inline with spam compliance



## Pain-free Sending

- ✦ Simply select your message, choose your database and hit Send!
- ✦ Schedule a series of messages to go out at specific intervals



## Easy Administration

- ✦ Add sub users
- ✦ Restrict access to specific areas such as database creation
- ✦ View history of account usage
- ✦ Manage billing and payments online



## Simple Template Designs

- ✦ Unique "Click & Replace" templates
- ✦ Custom design flexibility – create from scratch or upload a previously used design



## Real Time Analysis

- ✦ Number of emails received opened
- ✦ Links clicked (Unique vs. Total)
- ✦ Click through rate as % who clicked
- ✦ "Forward to Friend" activity



## Comprehensive Help & Support

- ✦ Training Wizards that walk and talk you through the main system features within 5 minutes
- ✦ Live support & "Post a Question" – instant response
- ✦ User guides, FAQ's & glossary

## *fastrack* email marketing Pricing

*fastrack* email marketing pricing is based on a monthly access fee, calculated on peak database size, and a per message send fee. There are no fixed period contracts to access *fastrack* email marketing.

1 Monthly Access Fees

Total Records	Monthly Fee* ^
0 – 1,000	\$30
1,001 – 5,000	\$50
5,001 – 15,000	\$90
15,001 – 50,000	\$150
50,001 – 500,000	\$220

2 Message Send Cost (per month)

Number of Emails	Cost per Email	Number of SMSs	Cost per SMS
1 – 200	4 cents	1 – 200	22 cents
201 – 2,000	3 cents	201 – 2,000	21 cents
2,001 – 10,000	2 cents	2,001 – 5,000	20 cents
> 10,000	1 cent	5,001 – 10,000	19 cents
		> 10,000	18 cents

3 File Storage (per month)

File Size	Cost
Up to 50MB	Free
> 50MB	10c / 1MB



Visit [www.tafastrack.com/fastrackemail](http://www.tafastrack.com/fastrackemail)

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Spam Compliant  
Application