

Customer Relationship Email Tool

“Everyone should be using this!”

With Quadrant’s Customer Email service, you’re able to:

- **Stay in front** of your existing customers, strengthening your brand.
- **Follow-up** on your Direct Mail efforts with email, increasing the effectiveness of your campaigns. Or, send an advance email, readying customers to receive your upcoming Direct Mail pieces.
- **Shorten your sales process** by presenting clickable links, making it easy to order online or to get more information.
- **Economically send** special announcements to your customers.
- **Survey** your customers to find out what services and/or products they’d like to see.
- **Maintain** your customer relationships in any way imaginable!

Basic Overview

First, Quadrant sets up your company account and creates your login. Then, through the easy-to-use interface, you upload and manage your customer email list, create mailing campaigns, schedule and send your emails, view tracking reports and extract valuable data from the results.

You may customize email templates through the design interface, or have Quadrant create a custom-designed template according to your specs for an additional design fee.

Contact us for a more detailed explanation of this great tool and to **schedule a live demonstration.**

Are there missing email addresses in your house customer list?

Quadrant can match your customer records with our extensive teacher data and append those missing email addresses to your customer records.

Pricing

- Pricing is based on volume. Higher volume means less cost per email. See Rate Chart at the bottom of the page for price breaks.
- There are no monthly fees. *Pay only for what you send, when you send it.*

One-time Account Setup \$ 250
 Custom Email Template \$150 - 250
 Additional Design Time \$150/hour
 (both creative and technical)
 Add-on Custom Surveys \$1,000
 (Call for more info)

Email Address Appending
 Matched Records \$ 775/M

Add value with **additional services** from Quadrant:

- Custom Survey Creation
- Graphic Design & HTML Creation
- Advanced Tracking
- Post-email Custom Analysis

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Rate Chart

Mailing Volume	Base Rate per M*	Quadrant-Assisted
1,000 or less	\$ 34.50 (.0345¢ ea)	\$ 90.00 (.09¢ ea)
1,001-2,500	20.70 (.0207¢ ea)	54.00 (.054¢ ea)
2,501-5,000	17.25 (.01725¢ ea)	45.00 (.045¢ ea)
5,001-7,500	15.33 (.01533¢ ea)	40.00 (.04¢ ea)
7,501-10,000	14.38 (.01438¢ ea)	37.50 (.0375¢ ea)
10,001-17,500	11.17 (.01117¢ ea)	29.14 (.02914¢ ea)
17,501-37,500	9.66 (.00966¢ ea)	25.20 (.0252¢ ea)
37,500-50,000	8.59 (.00859¢ ea)	22.40 (.0224¢ ea)
50,001-75,000	7.36 (.00736¢ ea)	19.20 (.0192¢ ea)
75,001-100,000	6.90 (.00690¢ ea)	18.00 (.018¢ ea)
100,001 or more	Custom	Custom

*M = 1,000