



Pricing and Features List 2009





How it works

The LynxMailer price list works very much like a mobile phone tariff.

You pay a one off user licence fee (i.e. the cost of your handset) and then choose to either pay a monthly fee and pay for any additional usage over and above your plan (our LynxMailer Value Plan) or choose to pay as you go (our LynxMailer Pay Per Send).

We have different levels of functionality in each of our Standard, Professional and Enterprise packages which affects the price of your licence fee, just like the different mobile phones you can buy.

And just like with mobile phone tariffs, there are minimum charges depending on the level of your package.

For instance

Mike has an online ecommerce website. He sends one email every month to his growing database of 4,000 contacts. He paid a one-off licence fee of £695 for a Professional account and pays £79 a month on a LynxMailer Value Plan. He occasionally sends additional emails, e.g. around peak seasonal times of year, where he pays 2p per email sent over and above his 5000 email monthly inclusive volume.

Lucy works for a manufacturer, and updates suppliers and direct customers on a weekly basis by email. She paid a one-off licence fee of £995 for an Enterprise account and pays £499 each month for up to 100,000 emails on a LynxMailer Value Plan. Any emails sent over the 100,000 volume are charged at 0.75 pence per email.

Dave owns the local garden centre. He sends 1,000 emails every other month to their opt in customer database offering seasonal gardening tips and special offers and promotions. He paid a one-off licence fee of £295 for a lifetime Standard user licence and on the LynxMailer Pay Per Send plan pays only £30 in the months that he sends.

Kate works in marketing for an international travel organisation. She heads a team of marketers who send between 20,000 and 200,000 emails per month, depending on the time of year. Their erratic send volumes mean that the Pay Per Send pricing plan is better value than committing to a Value Plan.

Kate paid a one-off fee of £995 for a lifetime Enterprise user licence and only pays for the emails she sends. The per-email rate she pays is on a sliding scale – the more emails she sends, the less she pays per email. For example in February Kate sent 34,789 emails and paid 1.0 pence per email, a total of £347.89. In July she sent 187,432 emails and paid £1,312.02, only 0.07 pence per email.

Read on to find out more about the LynxMailer Value Plan and Pay Per Send price plans and the LynxMailer Standard, Professional and Enterprise packages.

Contact Us

Call **023 8089 0800** to discuss our pricing in further detail, to get a bespoke quote or to talk to an experienced email marketing consultant about which LynxMailer package and price plan is right for you.



LynxMailer Value Price Plan

Step 1: Choose your dotMailer Package

LynxMailer Package	Licence fee
Standard	£295
Professional	£695
Enterprise	£995

Your one-off lifetime user licence fee gives you access to your LynxMailer account. Choose the package with the features and functionality that suit you best. Your account is set up immediately once payment has been received or authorised.

Step 2: Choose your Value Plan

Value Plan Monthly Charge*	Monthly email send volume (up to)	Cost per email if send over monthly allowance
£19	500	5.0 pence
£29	1,500	2.5 pence
£49	3,000	2.25 pence
£79	5,000	2.0 pence
£99	7,500	1.75 pence
£125	10,000	1.75 pence
£169	15,000	1.5 pence
£199	20,000	1.25 pence
£249	30,000	1.0 pence
£299	50,000	0.75 pence
£399	75,000	0.75 pence
£499	100,000	0.75 pence
£649	150,000	0.5 pence
£699	200,000	0.5 pence
£799	300,000	0.5 pence
£849	400,000	0.25 pence
£899	500,000	0.25 pence

For volumes over 500,000 emails please contact us

* Additional charges will be added if not paying by Direct Debit.

Choose the monthly volume band that matches your sending volume the closest. You will then be charged the Value Plan monthly charge each month as a flat rate. If you have sent more emails than your Value Plan allowance, then the additional emails are charged per email at a cost determined by your Value Plan. All Value Plans are a 12 month contract with a minimum band value for each package.

Minimum Value Plans available, by package

Package	Minimum Value Plan
Standard	£19 per month
Professional	£49 per month
Enterprise	£99 per month

See over for LynxMailer's alternative
Pay Per Send Pricing Plan



dotMailer Pay Per Send Price Plan

Step 1: Choose your dotMailer Package

LynxMailer Package	Licence fee
Standard	£295
Professional	£695
Enterprise	£995

Your one-off lifetime user licence fee gives you access to your LynxMailer account. Choose the package with the features and functionality that suit you best. Your account is set up immediately once payment has been received or authorised.

Step 2: Pay only for the emails that you send

Monthly email send volume	Cost per email
1 – 1,500	3.0 pence
1,501 – 5,000	2.5 pence
5,001 – 10,000	2.25 pence
10,001 – 15,000	2.0 pence
15,001 – 20,000	1.5 pence
20,001 – 30,000	1.25 pence
30,001 – 50,000	1.0 pence
50,001 – 75,000	0.9 pence
75,001 – 100,000	0.8 pence
100,001 – 150,000	0.7 pence
150,001 – 200,000	0.6 pence
200,001 – 300,000	0.5 pence
300,001 – 400,000	0.45 pence
400,001 – 500,000	0.4 pence
Over 500,000	Please contact us

In the months that you do send, a minimum charge applies, which includes a volume of emails (see below), thereafter we will invoice you at the appropriate price per email (see above). In the months that you do not send at all there is no charge.

Package	Minimum send charge in the months that you send*	Number of emails included
Standard	£25	833
Professional	£49	1960
Enterprise	£99	3960

* Additional charges will be added if not paying by Direct Debit.

Step 3: Contact us

Call 023 8089 0800 to discuss our pricing in further detail, to get a bespoke quote or to talk to an experienced email marketing consultant about which LynxMailer package and price plan is right for you.

Our additional email marketing products and services



Inbox Preview (including Advanced Spam Checker)	£10 per use
Survey Builder	£240 per annum
Pay over 12 months at only £20 per month	
Custom 'from address' activation	£250
Either self-service or managed service. Managed service includes domain registration, hosting, support, authentication and first POP3	
Additional POP3 account set up	£50
Child Accounts	£150 each
Custom unsubscribe form	£250
Custom tell a friend form	£250
Tracking URL configuration	£50
Corporate Management Console	£1,000
Providing cost centre analysis, unlimited Standard. Professional charged at £75, enterprise at £150 per child account. Available with Enterprise package only	
Dedicated IP address, warmed with good reputation	£1,000 per annum

LynxMailer user training

Telephone Training	£195 per hour
1/2 day training at LynxMailer offices*	£550
1/2 day training at your site (Within the M25)*	£795 (plus expenses)
1/2 day training at your site (Within the UK/Europe)*	£995 (plus expenses)

* maximum of 6 persons

Email Template Design

Personalised	£395
Take one of our templates and have it customised with your logo, hex colours and contact details	
Bespoke	£795
1 revision, design and build. Amends chargeable at standard agency rates	
API programming support	£150 per hour
EG: Adding an Address Book; Adding or Removing an Address; Emptying an Address Book; Get User Data; Updating a User's Data; Get Address Books; Sending a Campaign; Form API; Retrieve unsubscribe information	
Additional bespoke agency services	£95 per hour
Projects are quoted in advance where possible. This might include: Data upload – includes cleaning and de-duping, Unsubscribe reports and Data reports – includes actionable reports of click-throughs and Template Import	

Managed Service Options

If you simply haven't got the time or resources to handle your campaigns in-house, we offer a range of managed service solutions from Basic: sending and managing responses; to Advanced: developing the marketing strategy, creating the campaign, sending and managing the responses. Please ask your account manager about our Managed Service options.

LynxMailer Features

	Standard	Professional	Enterprise
Data Management			
Number of contact records in database	5000 limit	Unlimited	Unlimited
Historical access to reports and campaigns - number of months stored	12	24	60
Automatic bounce handling	✓	✓	✓
Data cleanse and de dupe on upload	✓	✓	✓
Amend contact details on-screen, or re-import to refresh the data	✓	✓	✓
Advanced 'sign-up form' feature – Create advanced web sign-up forms at the click of a mouse to opt contacts into multiple address books and to collect/append valuable additional data fields	✓	✓	✓
Suppression list management - bulk import all unsubscribes	✓	✓	✓
Number of mailing lists / address books	5	Unlimited	Unlimited
Number of customisable data fields (in addition to 5 default variables)	5	10	Unlimited
Custom adjustable hard and soft bounce management thresholds	fixed	✓	✓
Export soft and hard bounces and unsubscribes by date range, campaign or total amount	✓	✓	✓
Mappable data, on import	✓	✓	✓
Domain suppression	✓	✓	✓
Data integrity scoring (coming soon)	✓	✓	✓
API to connect LynxMailer to your back data system refreshing the data with all unsubscribes, soft and hard bounces		✓	✓
API connectors to integrate LynxMailer with third party applications (eg your CRM system) Third Party App integration, allowing you to use LynxMailer within a third party platform Segmentation		✓	✓
Data Query Builder (including queries by contact history data), updated in real time Geomap segmentation			✓
Integration with Salesforce CRM			✓
Create			
Easily create your campaigns using “Point and Click” technology	✓	✓	✓
Built in Spam Assassin spam checker	✓	✓	✓
Personalise your email content at the touch of a button	✓	✓	✓
Add external web links to your email content at the touch of a button	✓	✓	✓
'Refer a Friend' link	✓	✓	✓
WYSIWYG editor	✓	✓	✓
'Add to safe senders list' link	✓	✓	✓
Number of personalisable fields (in addition to 5 default variables)	5	10	Unlimited
Template Library including over 100 free, professionally designed generic templates	✓	✓	✓
Easily upload your design templates into LynxMailer	✓	✓	✓
'Add to social networks' link		✓	✓
Dynamic Content		✓	✓
Advanced spam checker with breakdown by desktop client, server and gateway firewalls (usage charge applies)		✓	✓
Easy image-resizing tool		✓	✓
Survey Builder - Easy online survey building, with automatic, population of response data into your LynxMailer lists (monthly charge applies).			✓
Microsite Builder, for quick and easy creation of dedicated personalised landing pages for your email campaigns* <small>*Includes storage of 5 microsites with up to 5 pages. Prices for additional microsite storage available. Please contact us.</small>			✓
Document linker - link to and launch PDFs, and any other documents, directly from your marketing emails, in one quick step			✓
Test			
Free, unlimited test sends	✓	✓	✓
Inbox Preview (usage charge applies)		✓	✓
Multiple subject line split testing			✓
Email content split testing (coming soon)			✓
'Friendly from address' split testing (coming soon)			✓

Send	Standard	Professional	Enterprise
Multipart delivery	✓	✓	✓
Schedule campaigns to be sent in the future	✓	✓	✓
Outbox, with campaign 'pause' button	✓	✓	✓
Triggered emails following web form submission	✓	✓	✓
Send from your companydomain.com (set-up charge applies)	✓	✓	✓
Generic, account-wide auto responder for all email replies		✓	✓
Auto responder for email replies, customisable by campaign			✓
Triggered emails based on recipient action			✓
Custom event triggered emails (eg. Upsell email sent automatically to any customer who orders product A, or who's Birthday it is)			✓
Series triggered emails (eg. 4-stage subscription renewal programme)			✓

Reporting

Graphical representations of your results	✓	✓	✓
Delivered and open rates	✓	✓	✓
Links clicked - by link name and URL	✓	✓	✓
Forwards	✓	✓	✓
Replies	✓	✓	✓
Bounces and unsubscribes	✓	✓	✓
Drill down to individual recipients	✓	✓	✓
Overlay, hotspot report	✓	✓	✓
Print out board room ready reports	✓	✓	✓
Unlimited export of the reporting stats	✓	✓	✓
Generate "HotProspects" reports to further target your lists	✓	✓	✓
Filter results by Link Name to generate follow-up campaign lists	✓	✓	✓
Social network bookmark views		✓	✓
Compare reports from different campaigns		✓	✓
Schedule report update, emailed to up to 5 colleagues per campaign		✓	✓
Automatic list/address book generation for follow-up campaigns based on filtered results		✓	✓
Website page and path tracking		✓	✓
ROI tracking from email to website conversion, by numerical and alpha codes		✓	✓
Report by top 10 domains		✓	✓
One-click Google Analytics tracking code tool		✓	✓
Geomap of results			✓
Contact activity reporting queries			✓

Support

Online FAQ and help	✓	✓	✓
Free unlimited email support	✓	✓	✓
Free telephone support	For first 30 days*	✓	✓
Dedicated Account Manager who knows your business		✓	✓

Account Management

Number of licensed users	3	10	Unlimited
User permissions management		✓	✓
Hierarchical Parent and Child accounts (Chargeable per Child Account)		✓	✓

* Ongoing telephone support available to LynxMailer Standard clients, at £35 p.m



Contact details

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