

PROFESSIONAL



Professional Package

Our most popular plan – perfect for those new to email marketing and serious email marketers.

Decide how many Users need to access your account and then either pay monthly or up front for one year and you're sorted for the whole year.



All prices subject to VAT and to a minimum one year contract

Why is it so popular?

Top Features

- ✓ Opt for one of our **Multi-User** licences so that you and colleagues can be logged in at the same time using your unique credentials
- ✓ Access to our world-class **Drag and Drop** editor – creating your email campaigns is a doddle with your very own bespoke design, included in the package
- ✓ See how your email is performing with our amazing **LIVE! Reports** area – our interactive charts show who is clicking and opening your email in real-time
- ✓ Manage your data easily with **Contacts** – cleanse your data lists, create multi-Group associations and manage bounces

“Used an awful lot of email editors in my time and I have to say I am so impressed with NewZapp.”

OCTANORM 

Sarah Davis – Octonorm UK

Bespoke Email Design

Branding isn't just about design. It isn't just a company name and some colours, or something that you create and then forget about. Your brand is something that has value and meaning, an association with your products, services and mission.

All NewZapp email templates are purpose-built to serve your marketing needs and look their best whether they're opened on desktop, tablet or mobile.

*"We absolutely love our new template design,
and it's so flexible it will work for all kinds of communication."*

Parago



UK Support

Our superb support team are available when you are – with a combined 30 years' experience in email marketing, you can be sure you're in safe hands.

We offer more than "turn it off and back on" support. Our team know Email Marketing, its tricks, the secrets and the tips. Everything you need to make your email newsletter campaigns a success.



*"We have been working with NewZapp for a number of years
and have built up a great relationship with the team."*

*Their customer service has remained at such a high-level
throughout and are always on hand when we need them."*

PG Mutual



The Details

Your NewZapp package will include:

- ✓ CRM Integration
- ✓ Unlimited upload of databases
- ✓ No extra costs for additional lists
- ✓ Multi-user options
- ✓ No cap on file storage
- ✓ Your 'from' address on emails
- ✓ 120,000 email credits
- ✓ Option to purchase top-up credits
- ✓ Range of automations
- ✓ No NewZapp logo - ever
- ✓ Account Manager & on-boarding
- ✓ Audit Trail
- ✓ GDPR compliance tools
- ✓ Website signup code
- ✓ Phone support

Email Creation

Feature	Enterprise	Professional
Drag & Drop Build your emails with our easy to use drag & drop editor	✓	✓
WYSIWYG editor What you see in the editor is what you get in the inbox	✓	✓
Bespoke Template Design (Optional Extra) Protect and enhance your brand	✓	✓
Create your own Simply add your content and go	✓	✓
Free template library A fantastic selection, pre-populated and ready to go	✓	✓
Image Editor Crop, resize, adjust and edit any images you upload	✓	✓
Anchors and hyperlinks Take your contacts off to any destination	✓	✓
Landing pages Turn any campaign into a destination	✓	✓
Upload your own HTML Upload HTML and images in seconds	✓	✓
Email personalization Making it special for everyone	✓	✓
Proof campaigns Check it before you wreck it	✓	✓

Social media sharing Multiply your audience potential	✓	✓
Image types .GIF, .JPG, .PNG file extensions	✓	✓
Document upload Easily share PDF documents	✓	✓
Mobile preview Instantly check mobile device rendering	✓	✓
Desktop preview Switch to desktop to see in full	✓	✓
Online campaign versions View your email in a browser	✓	✓
GDPR and DPA tools Gain consent and trust	✓	✓
Image blocks Add any image to any campaign	✓	✓
Text blocks Write text or copy and paste	✓	✓
Custom blocks Duplicate any layout or content	✓	✓
Store your campaigns Easy reference or duplication	✓	✓
Save as... Utilise your best performing email again and again	✓	✓
Autosave Never lose content again	✓	✓
Your own 'From' address Build trust and keep it	✓	✓
Custom tags Personalise emails and dynamically segment data	✓	✓
Nifty Images supported Utilise cool dynamic content	✓	✓

Contact Management

Feature	Enterprise	Professional
Upload to NewZapp with Excel or CSV	✓	✓

Individual contact card record Drill down data in one place	✓	✓
Include custom data in contact card	✓	✓
Consent storing for DFPA and GDPR Maintaining trust	✓	✓
Contact filtering Advanced tools, unlimited combinations	✓	✓
Groups/Lists	200	100
Public groups/Lists Contacts can join or leave	10	5
Manage subscription preferences Manage public groups or unsubscribe	✓	✓
Unsubscribe management Ensure a painless outro experience	✓	✓
Send history Proven contact history for peace of mind	✓	✓
Contact Segmentation Send dependent on custom data	✓	
Behavioural Segmentation Send a follow-up based on an open or click	✓	
Targeted Segmentation Split your contacts dependent on their history	✓	
Dynamic Segmentation Send when your contacts are individually active	✓	
Send to all contacts Blast your entire database	✓	✓
Send to multiple or single groups Flexible send management	✓	✓
Dedicated proof group Add your trusted people	✓	✓
Export contact data In Excel format	✓	✓
Import report and failures export Validate your data	✓	✓
Account-wide suppression Easy blocking for peace of mind	✓	✓

Unsubscribes and bounces Manage automatically	✓	✓
Website sign-up form With double opt in features	✓	✓
Facebook sign-up form With double opt in features	✓	✓

Email Sending

Feature	Enterprise	Professional
Contact groups summary Overview tools to manage, rename and edit	✓	✓
Email preview Check how your campaign renders	✓	✓
Add campaign to reports Tracking your performance in real time	✓	✓
Proof group Send your campaign to checking accounts	✓	✓
Campaign scheduling Send when your contacts are most active	✓	
Google Analytics Integration Track and analyse journeys from your emails to your website	✓	

Email Delivery Management

Feature	Enterprise	Professional
Spam Check Check your email's spam score and deliverability before sending	✓	
24/7 Spam monitoring For your peace of mind	✓	✓
Global Blacklist monitoring The mail always gets through	✓	✓

DMARC Domain-based Message Authentication, Reporting and Conformance	✓	✓
DKIM Optional Domain Pack purchased separately		
SPF Sender Policy Framework	✓	✓
UK sending servers Better delivery success	✓	✓
UK sending IP addresses Trusted sending strategy	✓	✓
Data stored on UK servers Your data is protected by UK law	✓	✓
Your own reply addresses Ensuring responses get through	✓	✓
Deliverability support and advice Our expertise made available to you	✓	

Reporting

Feature	Enterprise	Professional
Hotspot overlay What are your most-clicked links?	✓	✓
Device reporting Who's opening on what?	✓	✓
Social media reach How has your audience multiplied?	✓	
Timeframe graph When are your contacts opening?	✓	
LIVE! Real time reporting Watch as your campaign performs	✓	✓
Data statistics Compare, report, strategise	✓	✓
Downloadable report in PDF One-click provenance	✓	
A/B testing Split send to discover what works best	✓	

Data filtering Drill down quick with smart filters	✓	✓
Bounce reporting The whys and hows of bounces	✓	✓
Google Analytics Integration Track and analyse journeys from your emails to your website	✓	

Automation

Feature	Enterprise	Professional
Sign up Welcome Email Onboard contacts automatically	✓	✓
Birthday Series Reward contacts annually	✓	✓
Event Promotion Create excitement with lead-ups	✓	
Seasonal Messages Send on every occasion	✓	
Behaviour Triggered Campaigns React to your contacts	✓	
Custom Automation Create your own automation	✓	
Date Triggered Campaigns Utilising the power of Custom Tags	✓	
Hotspot Overlay What are your most-clicked links?	✓	✓
Device reporting Who's opening on what?	✓	✓
Social Media Reach How has your audience multiplied?	✓	
Timeframe graph When are your contacts opening?	✓	
LIVE! Real Time Reporting Watch as your campaign reports	✓	✓
Data Statistics Compare, report, strategise	✓	✓

Downloadable report in PDF One-click provenance	✓	
A/B Testing Split send to discover what works best	✓	
Data filtering Drill down quick with smart filters	✓	✓
Bounce reporting The whys and hows of bounces	✓	✓
Google Analytics Integration Track and analyse journeys from your emails to your website	✓	

Support

Feature	Enterprise	Professional
Experienced Email Marketing Support Team	✓	✓
Account Welcome pack and onboarding support	✓	✓
Dedicated Account Manager We're always on hand for you	✓	✓
Client-led Knowledge Base All the questions we've ever had, answered	✓	✓
Weekly blogs and newsletters Up to the minute updates	✓	✓
Live Chat and Ticket Support Always on hand	✓	✓
UK based phone support We're around when you need us	✓	✓
UK Data Protection Act and GDPR compliant	✓	✓
Data stored on UK servers Protected by UK Law	✓	✓
White Papers and support guides Downloadable, printable easy guides	✓	✓
Safety Lockout Active session management	✓	✓

User Management

Feature	Enterprise	Professional
Safety Lockout Protect your account and work from other users with the safety lockout	✓	✓
Multiple User Provide each user of an account with their own credentials for data security & protection	✓	✓
Audit Trail Provides accountability and ownership of key actions by means of a permanent log	✓	✓

Additional Services

Feature	Enterprise	Professional
Bespoke branded template Save time and look good everywhere	✓	✓
Domain reputation and management Protect your business, brand and reputation	✓	✓
Email marketing integration strategy Creating seamless customer journeys	✓	✓
Multiple Client Management Services Taking the strain for your clients	✓	
API Connect NewZapp to your CRM or other integral system	✓	

All prices subject to VAT and to a minimum one-year contract

Ready to take the next step?

- ✓ Contact us via online and we'll [Work out the right package for you](#)
- ✓ Try all NewZapp's Enterprise features [Open a free account](#)
- ✓ Talk to us on [Live Chat](#)

Give us a call on **01392 447200** for a good old-fashioned chat about what's best for you.