



# MailUp, your complete email delivery solution

EMAIL MARKETING PLATFORM / A TAILOR-MADE SOLUTION / WHY MAILUP? / OUR CLIENTS / COMPANY





# Reach the inbox with MailUp, simple as that!

## The platform

MailUp is the #1 email marketing solution in Italy. The platform combines advanced features with an industry-leading flat-rate Pay per Speed pricing, helping you reach your targeted audience. In a few clicks you can create, send and track your email marketing campaigns. As a SaaS solution, you don't need to install any software and can access MailUp anywhere there's an internet connection, even on your iPad!

## Email automation

Take full advantage of MailUp's email automation features by sending a variety of triggered email and text (SMS) messages, including post-purchase emails, post sign-up emails, RSS-to-email notifications, and re-engagement campaigns. Send transactional emails through our SMTP relay service and integrate your external db and business intelligence systems. Thanks to statistics, you can track and improve your campaigns.



# Your successful campaign is only three steps away

## CREATE

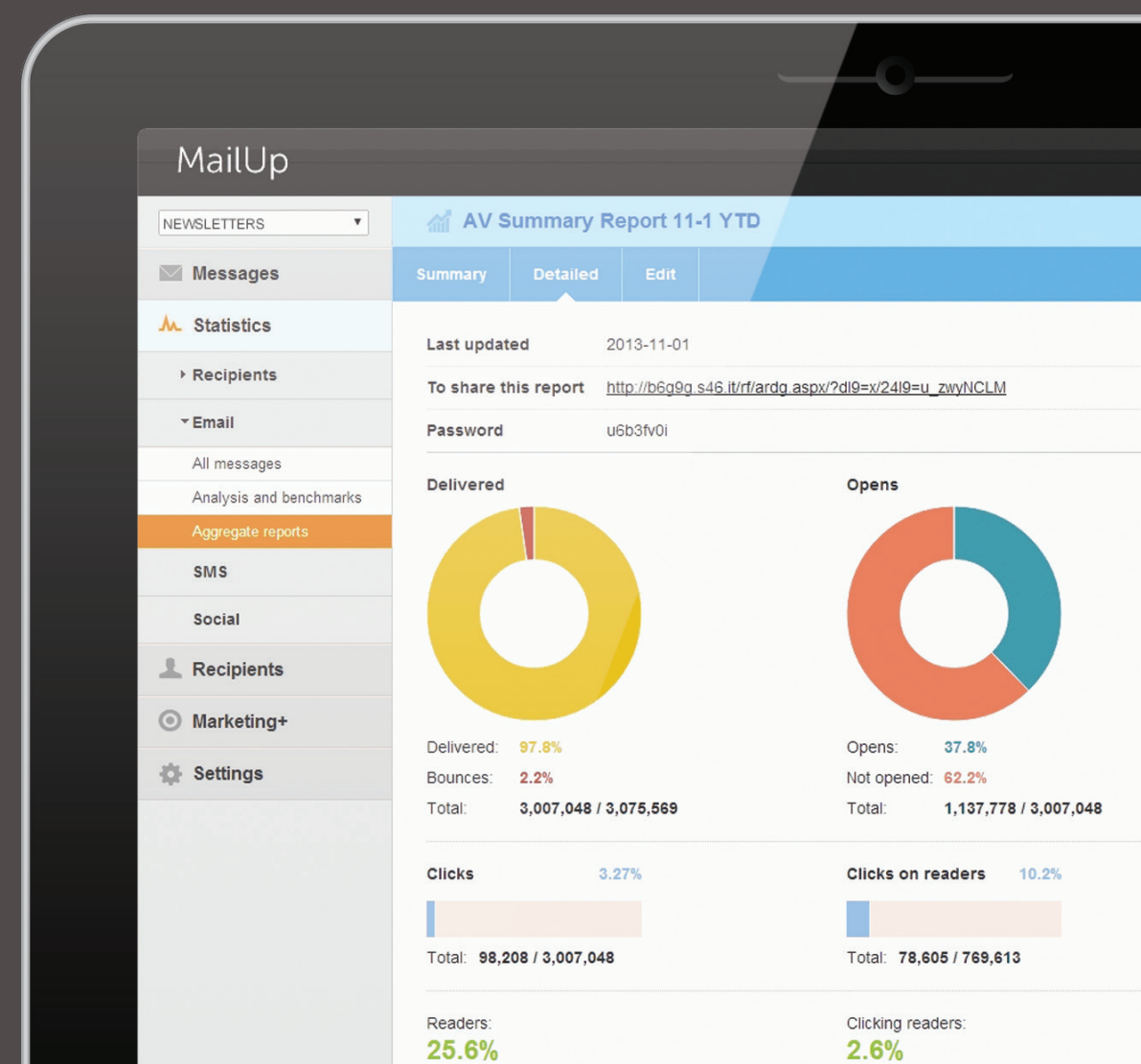
Choose to communicate with newsletters, promotional emails, texts (SMS) and social posts, and create your message.

## SEND

Take advantage of the check-up and A/B test features. Choose to send your emails immediately or schedule them.

## TRACK

Analyse in real time your stats (opens, clicks, delivered and bounced messages) to better understand your recipients' activity.



# Send the right message to the right person

## NEWSLETTER

With the new drag & drop editor you can create stunning emails without any HTML knowledge.

## PROMOTIONAL EMAILS

Inform your recipients about your promotions. Share new launches as well as corporate updates with your mailing list.

## TEXT

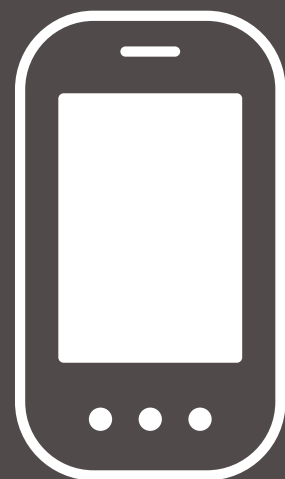
Take advantage of text (SMS) and send time-sensitive notifications.

## TRIGGERED MESSAGES

Send triggered emails or texts and set the conditions that trigger the automatic mailings: filters, post sign-up, post-purchase.

## TRANSACTIONAL MESSAGES

Send an automatic message to inform your customers about every step of their orders: confirmation, shipping or delivery date.



# MailUp is a great partner to your business

Thanks to MailUp and its **feature-rich tools** you can create and execute beautiful and successful **marketing campaigns**. Our long-term relationships with the world's leading ISPs and an experienced team focused on **deliverability** guarantee one of the highest deliverability rates and reliability.

Moreover, you can track every single campaign to improve your results, even those sent from other systems connected to MailUp. Have a question? You can rely anytime on our customer **support team**. In addition, as a MailUp customer, you have full access to our training resources, including eBooks, how-to videos and case studies.







**Nazzareno Gorni**  
MailUp CEO

## Campaigns at your own budget

Big marketing ideas and no budget? With MailUp you don't need a web design & IT department to manage your email campaigns. Thanks to MailUp, you can manage your emailing needs all in **one platform** and within **budget**. The system helps you with the text creation, the automatic management of subscribers and unsubscribes, and the integration with business intelligence systems. In a few clicks, you can create automated event-based triggered emails. Everything is at your own budget and constantly improved as we turn our know-how and your feedback into **new** and **smarter tools**.

## QUICK & EASY!

### LET'S GET STARTED

Right after requesting a free trial, you can start emailing within minutes!

### A USER-FRIENDLY INTERFACE

In addition to the new drag & drop email editor and a number of design templates, the platform is incredibly easy to navigate.

### FLEXIBLE

MailUp is integrated with the most popular CMS, CRM, and ecommerce systems.

## MailUp is the right solution for your business



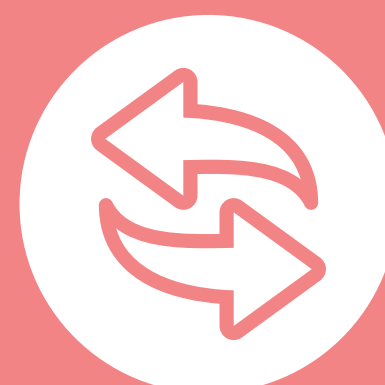
### NEWSLETTER IN JUST 3 CLICKS

- Create your message or use one of the 400 free optimized templates.
- Send targeted and customized emails using filters and dynamic content feature.
- Reach your recipients' inbox thanks to dedicated IP and our high-deliverability.



### READY FOR MOBILE

- Choose your responsive design template and segment your recipients.
- Use the Device Report statistics to track mobile activity.
- Use the Email Analysis to get an instant preview on multiple devices and email clients.



### EMAIL AUTOMATION HAS NEVER BEEN SO EASY

- Combine advanced filters to set the trigger conditions.
- Create personalised and targeted one-on-one email campaigns.
- Easily connect the MailUp platform to your ecommerce store, CRM, or CMS.
- Plan re-marketing campaigns with emails and text (SMS).
- Send transactional emails that reach your customers' inbox

# Competitive and flexible

Easy to connect and based on a flat-rate **Pay-per-Speed** monthly pricing, MailUp helps you plan and execute your email campaigns. Leverage the Pay-per-Speed pricing to send numerous emails and send the right email to the right audience, without being burdened by restrictive sending limits. As a **high-volume sender**, if you increase the number of emails or your mailing list, the cost doesn't change: only the delivery time changes. In addition, with MailUp you have full access to our wide, free **API library** to connect your external databases, CRM, and **business intelligence** systems.

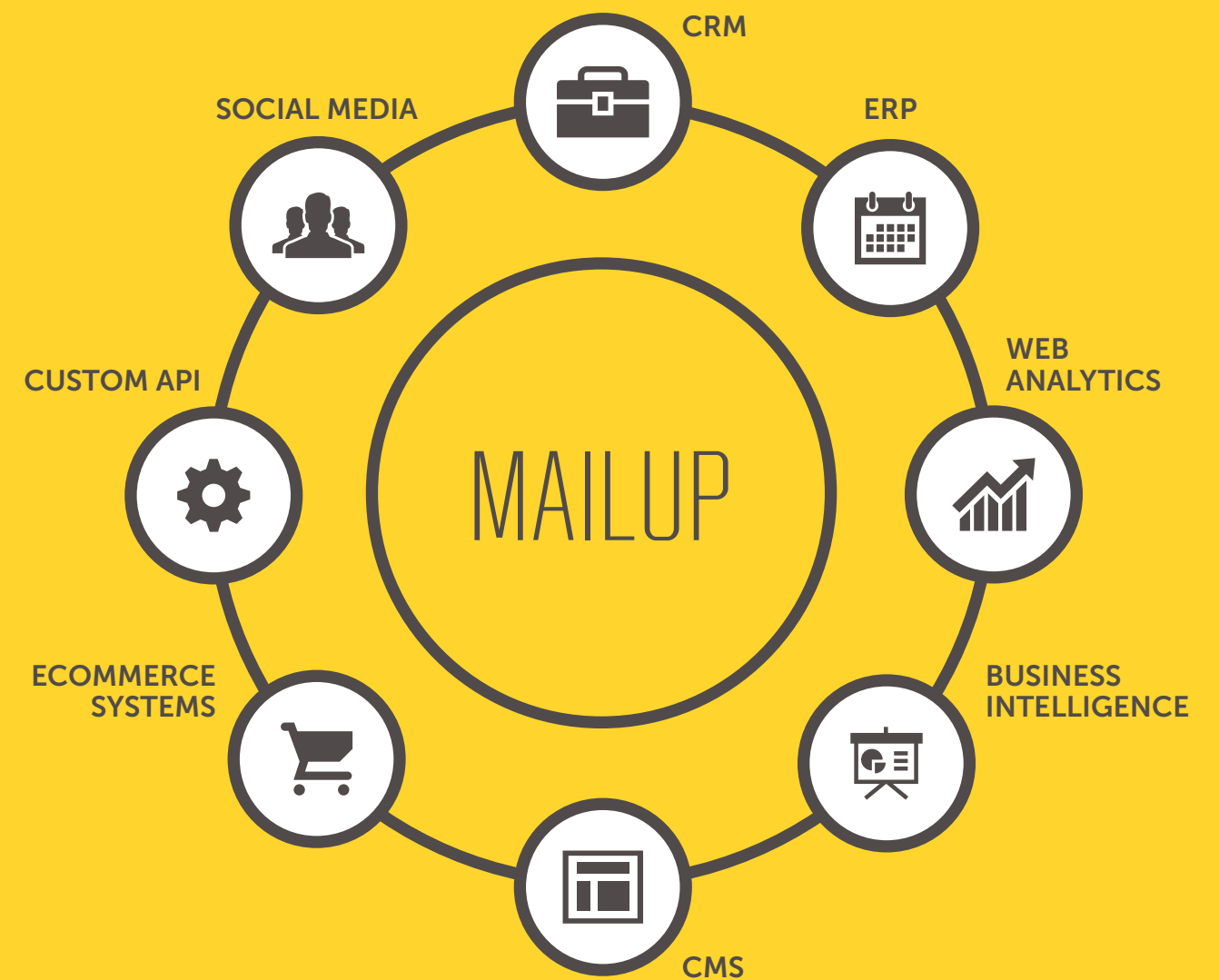
## A VERY INNOVATIVE PRICING MODEL BASED ON SPEED.

- > Flat rate means unlimited contacts, lists and messages.
- > Send as many emails as you like. The price doesn't change.
- > What determines the price is the speed at which messages are sent.



# MailUp loves team work

MailUp can be easily integrated with your CMS, CRM, ecommerce and business intelligence systems thanks to **ready-to-go plugins**. Newsletters and transactional emails delivered through our feature-rich console have a high delivery rate and can be tracked. You can automate marketing campaigns to engage your recipients, setting up multiple conditions based on customer **purchase history** and email activity.



NEED A FREE DEVELOPER CONSOLE? [GET IT NOW](#)



# Don't get lost in your emails. Choose MailUp

## RUN YOUR CAMPAIGNS MORE EFFICIENTLY

Through HTTP calls or SOAP- REST API's you efficiently synchronize subscriptions, unsubscriptions, customer info, and order data. You can import databases through API or automatic FTP processes and use web services to manage multi environments.

## SEND AND TRACK

MailUp also includes a built-in SMTP relay service: through the console you send your email or text campaigns to have high-deliverability rate and detailed statistics.

## INTEGRATIONS

**LIFERAY** **DRUPAL COMMERCE**

**PRODUCT CART**

**SALES FORCE**

**WORD PRESS**

**GOOGLE ANALYTICS**

**CONVERSION LAB**

**VTIGER**

**MAGENTO**

**MICROSOFT DYNAMICS**

**SHOPIFY**

**BLOGGER**

**DRUPAL**

**JOOMLA**

**ZAPIER**

# The MailUp team is here to help you!



## Custom training and resources

With MailUp you have access to a scalable, feature-rich platform and an expert staff on your side to help you run successful marketing campaigns. Before sending your first newsletter, ask us for training to become familiar with all the tools the MailUp console has to offer. You can also consult with our technical IT staff for any questions, including deliverability and custom API integration.



## Become an Email Marketing Guru

Go a bit deeper on email marketing topics such as deliverability, mobile marketing, and A/B testing by taking advantage of our free eBooks; quick and easy to read, they are a perfect resource with actionable advice to apply to your email campaigns sent through MailUp. Check out our video tutorials, FAQs, blog posts and all sorts of resources to help you become an Email Marketing Guru.



## A fast help desk and a useful guide

With MailUp you can always rely on our customer support team to solve any issues related to your account and emailing needs. You can browse our Help User Guide online. If you can't find an answer there, feel free to open a support ticket asking for help. Moreover, you can upgrade to our Premium support, to have higher priority in the support queue, which also includes phone support.

# Together for relevant marketing campaigns!

Every day more than **7,200** clients choose MailUp to send email campaigns to promote their products or services. Among them there are **international companies** as well as start-ups and no-profit organizations.

To them not only we do offer advanced marketing automation tools, but also technical consultancy to develop **customised solutions**.

**7,200**

MAILUP CLIENTS

**10,000**

PLATFORM USERS

**70 million**

EMAILS SENT DAILY

**+200**

COMPANIES EVERY MONTH

## Every day we share our client's success

OVS UPIM  
BANCA POPOLARE DI MILANO  
COMUNE DI MILANO  
DAINESE  
COCA COLA

AMNESTY INTERNATIONAL  
ZUCCHETTI  
SHELL  
YAMAHA  
KOREAN AIR





# We foster innovation and smart communication

With **20 billion emails** sent a year, MailUp is the market leader in Italy, and expanding rapidly internationally. Set up in 2004 in **Cremona**, MailUp has now offices in **Milan** and **San Francisco**, CA (US) and is rapidly expanding its presence abroad through resellers and partners. Used in more than 50 countries worldwide, MailUp is a leading brand among the email service providers and email marketing industry.



over 10 years

IN BUSINESS



3 locations

WORLDWIDE



+600

AGENCIES AND RESELLERS



80 employees



CHECK OUR OPEN POSITIONS

# Together we can create a better environment

We firmly believe in social responsibility and we are committed to protecting our planet by reducing the energy we consume and generating less waste. We take full responsibility for the way we run our company as we consider business ethics and green protection part of our core values. We encourage and support many eco-friendly initiatives.

## We compensate CO<sub>2</sub> emissions

To play our part in tackling climate change, we've teamed up with climate partners such as Treedom to reduce the greenhouse gas emissions we generate by protecting and growing new forests around the world.

## Green Email Cloud

We share a responsibility for safeguarding our energy sources. Our innovative data center minimizes energy consumption and CO<sub>2</sub>. The project - named Green Email Cloud - is a partnership between MailUp, Eco4Cloud and ICAR-CRN.

## Email marketing is green

Email marketing is an effective green way to grow your organization and reach your clients. MailUp offers you very sustainable tools to spread your message without using paper or generating waste.

## We love the planet

We love our planet and do our best to minimize our impact, from recycling programs to energy saving servers for our data centers. We encourage sustainable practices and environmental-friendly activities.





# Our anti-spam policy

We have a very strict anti-SPAM policy. We promote a **professional** and **ethic use** of the console to communicate in a relevant way, sharing with our clients our best practices. We invest significant resources in developing algorithms to block customers that send unsolicited emails.

Our strict **anti-spam policy** prevents any MailUp clients from sending messages to databases not compliant with international privacy laws.



## MailUp neither sells nor rents db

If you activate a MailUp console, you'll be asked to import your own law-compliant databases. We do not share nor publish or modify any of your data or archives. Our service doesn't include the sale nor rent of email lists.



## MailUp cares about your privacy

No worries about privacy. The built-in tools help you manage subscriptions and unsubscriptions, which are compliant by law. By signing our contract, you agree to our terms and conditions therefore are responsible for all your campaigns.



## How to contact our Abuse Desk

All SPAM reports are accurately checked by our Abuse Desk experts. If any MailUp user is found to be sending SPAM, his/her account is immediately suspended and terminated if additional research confirms the initial findings.

# Why choose MailUp

- 01 Pay per speed pricing
- 02 Send all your emailing under one roof
- 03 High deliverability platform
- 04 Easy, fast, and reliable user interface
- 05 Accurate and detailed statistics
- 06 Great customer support and services
- 07 Easy to integrate with CMS, CRM, ecommerce
- 08 Low environment impact
- 09 Compliant with privacy laws
- 10 Chosen by more than 7,200 clients worldwide



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