

# Targeted Email Campaigns

A fixed monthly fee for outreach to a prospect list built around your sector and geography. No charge per lead. No lead held back.

| PACKAGE                                                                 | EMAILS PER MONTH                         | MONTHLY FEE                |
|-------------------------------------------------------------------------|------------------------------------------|----------------------------|
| <b>Local</b><br>A single town, city or county                           | 10,000<br>approx. 435 per working day    | <b>£795</b><br>per month   |
| <b>Regional</b><br>A full region or several counties                    | 20,000<br>approx. 870 per working day    | <b>£1,250</b><br>per month |
| <b>National</b><br>UK-wide, across multiple sectors                     | 32,000<br>approx. 1,390 per working day  | <b>£1,950</b><br>per month |
| <b>Scale</b><br>Multi-sector, dedicated sending domain                  | 50,000<br>approx. 2,170 per working day  | <b>£2,950</b><br>per month |
| <b>Volume</b><br>Two sending domains, weekly review call                | 75,000<br>approx. 3,260 per working day  | <b>£4,250</b><br>per month |
| <b>Enterprise</b><br>Maximum reach, multiple domains, dedicated manager | 100,000<br>approx. 4,350 per working day | <b>£5,500</b><br>per month |

**More than 100,000 a month?** That is a conversation rather than a price list — call or email and we will scope it with you.

**Every interested reply is yours.** Most agencies charge per lead, which gives them a reason to hold leads back, drip-feed them, or sell the same one twice. We do not. You pay for the emails sent, and every prospect who shows interest is passed straight to you — all of them, as they come in.

## ■ Included every month

- A prospect list built for your trade and target area — set-up included, no upfront fee
- Every address verified deliverable before sending
- Campaign copy written and split-tested for you
- A five-step follow-up sequence, sent automatically
- Live dashboard — sends, deliveries, opens and replies
- Every interested reply passed straight to you
- Opt-outs and suppression handled on your behalf

## ■ How your data is handled

- NDA signed before any work begins
- Data held on infrastructure we control, never exposed to the open internet
- Your own login, with role-based access
- Passwords salted and hashed; every view logged and auditable
- Hosted on Microsoft Azure
- UK GDPR and PECR compliant throughout

**No set-up fee.** Building your prospect database, verifying every address, writing and testing the copy, and configuring and warming a dedicated sending domain are all included in your first month. Nothing to pay before the first email goes out.

# Your Dashboard

Every campaign comes with its own live reporting portal — your own login, on our infrastructure. You see exactly what we see, as it happens, and every interested reply is yours the moment it lands.

## ■ Live analytics

- Emails sent, delivered, opened and replied — updated every 15 minutes
- Every day of the campaign listed, with each company emailed and its status
- Results broken down by sector and by SIC code, so you see what is working
- Bounce, opt-out and reply rates tracked and reported openly
- Every company page shows decision-makers, contact details and what was sent
- Search across every company, email address and phone number in your list

## ■ How leads reach you

- Interested replies flagged the day they arrive and passed straight to you
- A leads tile that never ages off — every win stays on the report
- In-discussion and passed-to-client stages, so nothing falls between the gaps
- A shared to-do list your team and ours work from, with due dates
- Opt-outs suppressed automatically and never contacted again
- Everything exportable; the data is yours

**Built, not bought.** The dashboard is our own software, running today for our logistics client — the same platform we build bespoke warehouse, order and CRM systems on. If your business needs a system of its own, the team that runs your campaign is the team that builds it.

# USA & Europe Campaigns

The same fixed monthly fee, reaching buyers overseas. Lists are built from official company registers in each country, sent from a dedicated regional domain, and reported on the same dashboard as your UK campaign.

| PACKAGE    | EMAILS PER MONTH | UK     | USA           | EUROPE        |
|------------|------------------|--------|---------------|---------------|
| Regional   | 20,000           | £1,250 | <b>£1,450</b> | <b>£1,650</b> |
| National   | 32,000           | £1,950 | <b>£2,250</b> | <b>£2,550</b> |
| Scale      | 50,000           | £2,950 | <b>£3,400</b> | <b>£3,850</b> |
| Volume     | 75,000           | £4,250 | <b>£4,900</b> | <b>£5,550</b> |
| Enterprise | 100,000          | £5,500 | <b>£6,350</b> | <b>£7,150</b> |

All prices per month. UK shown for comparison. USA and Europe are priced higher because each region needs its own sending infrastructure, verification and compliance handling. A campaign covering two regions is the sum of the two.

## ■ Included every month

- Prospect lists built from official company registers in each country
- A dedicated sending domain per region, warmed before the first send
- Every address verified deliverable, with bounces removed daily
- Copy written for the market — Europe includes English plus one other language
- Sending timed to each country's working day
- Per-country opt-out and suppression handled for you

## ■ Where and how we send

- USA: CAN-SPAM — business email with a working opt-out and postal address
- Ireland, France, Netherlands, Nordics, Spain, Belgium: opt-out basis for business addresses
- Germany, Austria and Italy are not included — they require prior consent
- Every campaign carries a working unsubscribe from the first email
- Extra languages: £250 one-off per language for the full sequence
- Same dashboard, same reporting, same "every reply is yours" rule as the UK

**Selling into the UK from abroad?** Overseas campaigns work in both directions. We run them for UK businesses reaching buyers in the USA and Europe, and for overseas brands that need a UK partner — for example a 3PL to hold stock and ship UK orders locally.

Volumes are monthly totals sent across UK working days. Campaigns are billed monthly in advance and may be stopped with 30 days notice. Reply rates vary by sector, offer and target list; we report every figure openly and pass on every interested reply, but we do not guarantee a specific number of leads or sales. All outreach is business-to-business and carries a working opt-out.