

TARGET

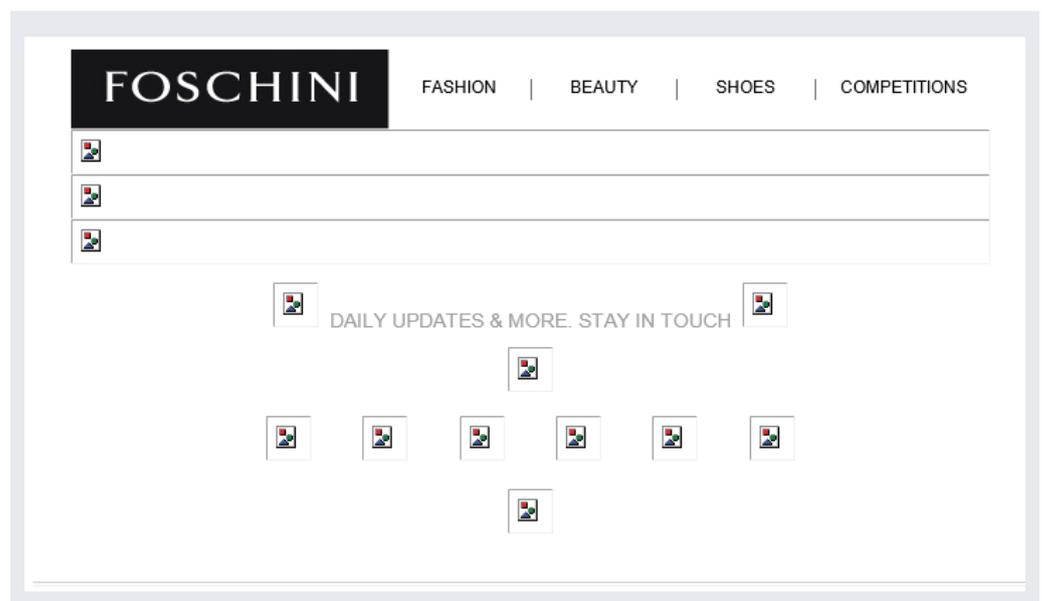
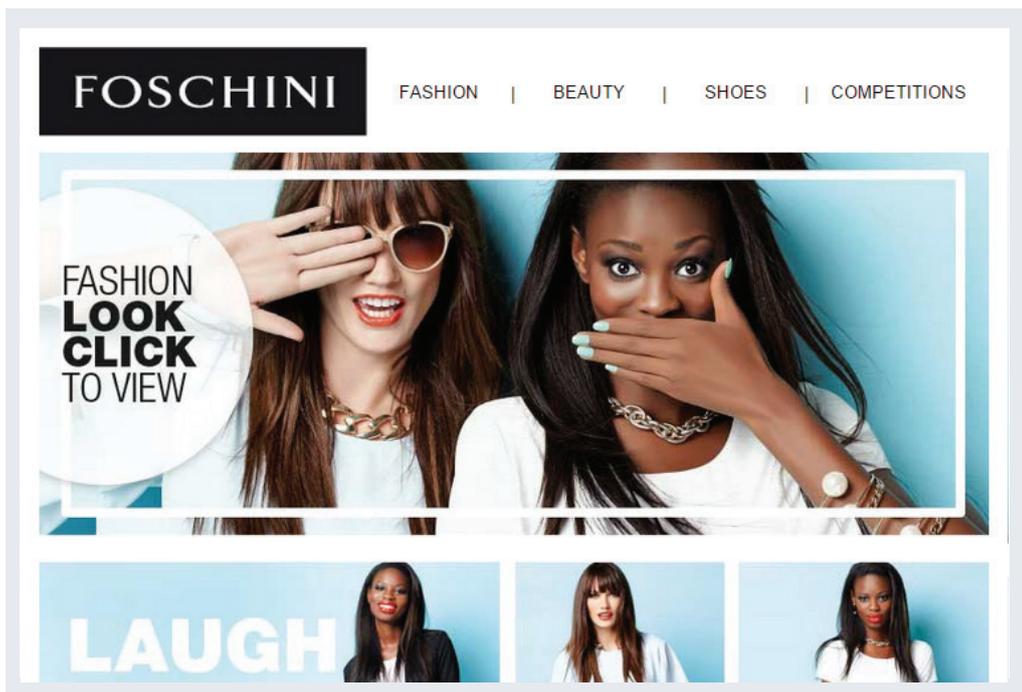
M E S S E N G E R

2015 TARGET UPDATES



Mailers that make a statement

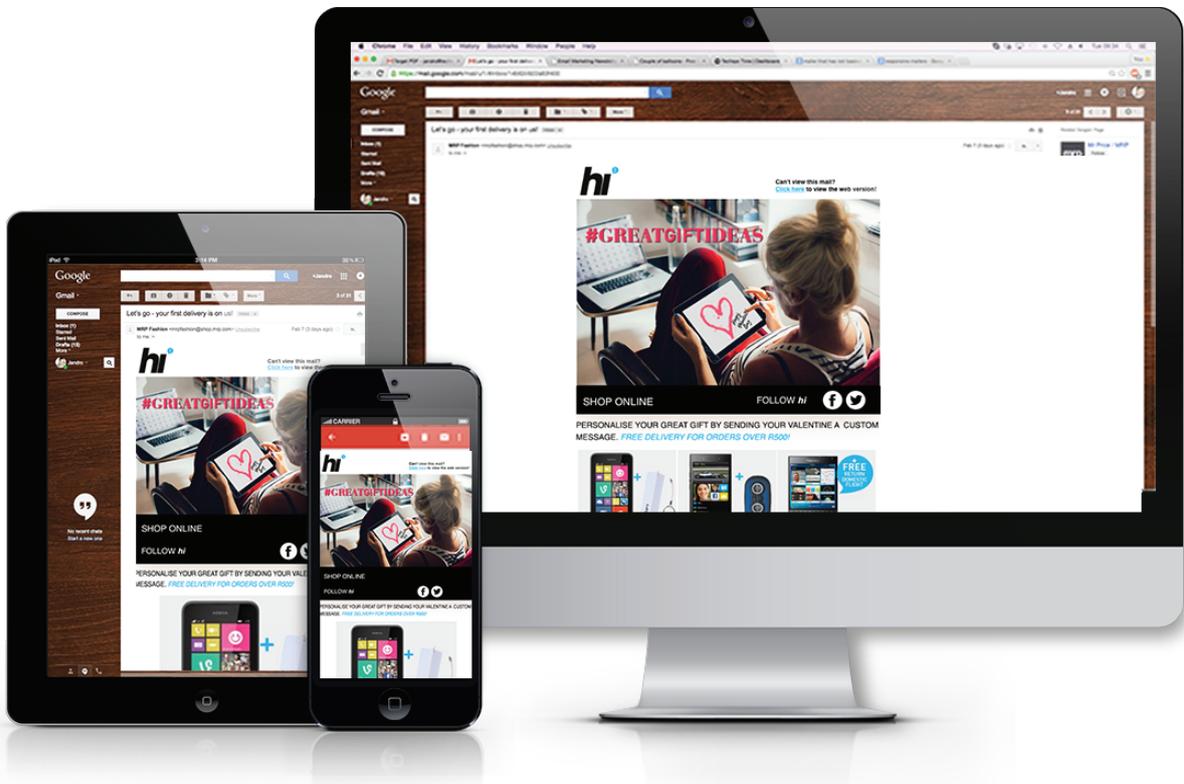
We understand that crisp and clear images of your products are crucial for marketing purposes. Target supports **embedded images** so that your consumers **don't receive blank mails** from you. This ensures that your **communication** has the impact that **your consumer** demands!





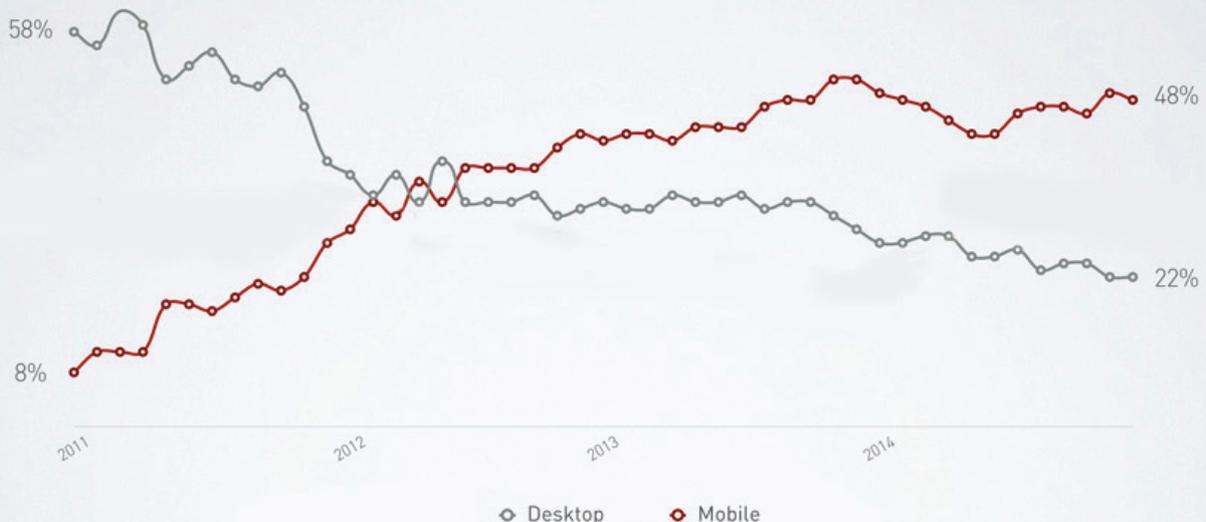
Responsive emails

We code **responsive mailers** which render as consistently as possible across a **large number of devices**, namely **desktop, mobile and tablet**.



Mobile email was barely a blip on the radars in 2011, and made up just **8%** of email opens. Fast forward to 2015, and nearly half of emails are opened on smartphones and tablets—a **500% increase in four years**. Furthermore, Outlook's **open rates decreased 33% in 2014!**

DEVICES USED TO OPEN MAILERS





Shiny New Email Servers

We have some **exciting** news to announce:

16x 

We are excited to announce that we have gone live with **sixteen new, high-performance** email servers, dedicated to making sure your emails reach your consumers.

3 x 

We now have **3 times more** throughput - your mail goes out much more quickly.

2 x 

We can serve up image rich mailers **twice as big as before**. This is perfect for fashion brands!

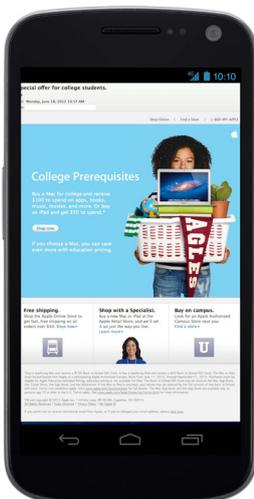


Extensive Quality & Assurance

We understand how **important** it is to make your mailers look as good as the products you sell. To ensure they look the part, we are able to test your mail across **52 devices** to ensure it renders correctly.

We can **spam test** for content and subject line, and run a number of **AB tests** to ensure **maximum deliverability**.

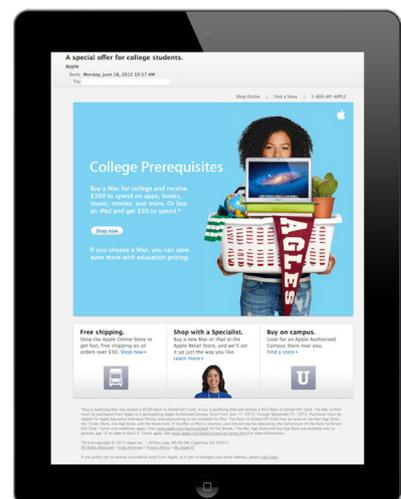
Android 4



iPhone 6 (ios6.1)



iPad 5.0





Reporting

Target is now **integrating** with Google Analytics and Brandtribe!



BRANDTRIBE
CONSUMER INTELLIGENCE

Our reports are able to compare the **effectiveness** of multiple email sends. This gives brand managers the ability to make **strategic** decisions leading to more **effective marketing campaigns**.



CONTACT OUR TEAM FOR A NO OBLIGATION QUOTE TODAY!



+27 21 788 6896



info@techsys.co.za



www.techsys.co.za

