

# UniSender – a web-based service for e-mail and SMS marketing

## About UniSender

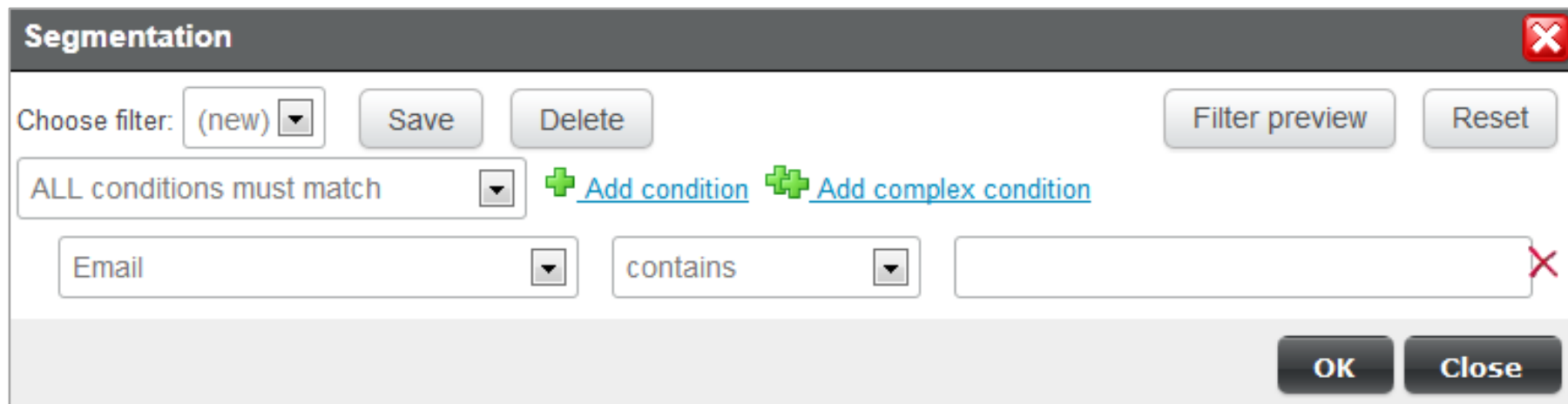
- Established in 2008.
- A leading email and SMS marketing service provider in Russia and CIS countries.
- Over 10 000 companies use UniSender for marketing needs.
- Over 1 000 000 000 emails already sent in 2011-2012.

## Key features

- Sending email newsletters and text messages to mobile phones
- Personalization for both email and text messages
- Email list segmentation
- A/B split testing
- Automatic series of messages
- Detailed statistics and integration with Google Analytics
- API and plugins for integration

## Email list segmentation

With a segmentation tool you can target specific subscribers with a particular offer instead of sending to the entire list.




The screenshot shows the 'Segmentation' window of the UniSender application. The window has a title bar with the text 'Segmentation' and a red close button. Below the title bar, there is a 'Choose filter:' dropdown menu currently set to '(new)', followed by 'Save' and 'Delete' buttons. To the right are 'Filter preview' and 'Reset' buttons. Below these, a dropdown menu is set to 'ALL conditions must match', followed by two green plus icons and links to 'Add condition' and 'Add complex condition'. The main area contains a dropdown menu set to 'Email', followed by a dropdown menu set to 'contains', and an empty text input field. A red 'X' icon is visible to the right of the text input field. At the bottom right, there are 'OK' and 'Close' buttons.

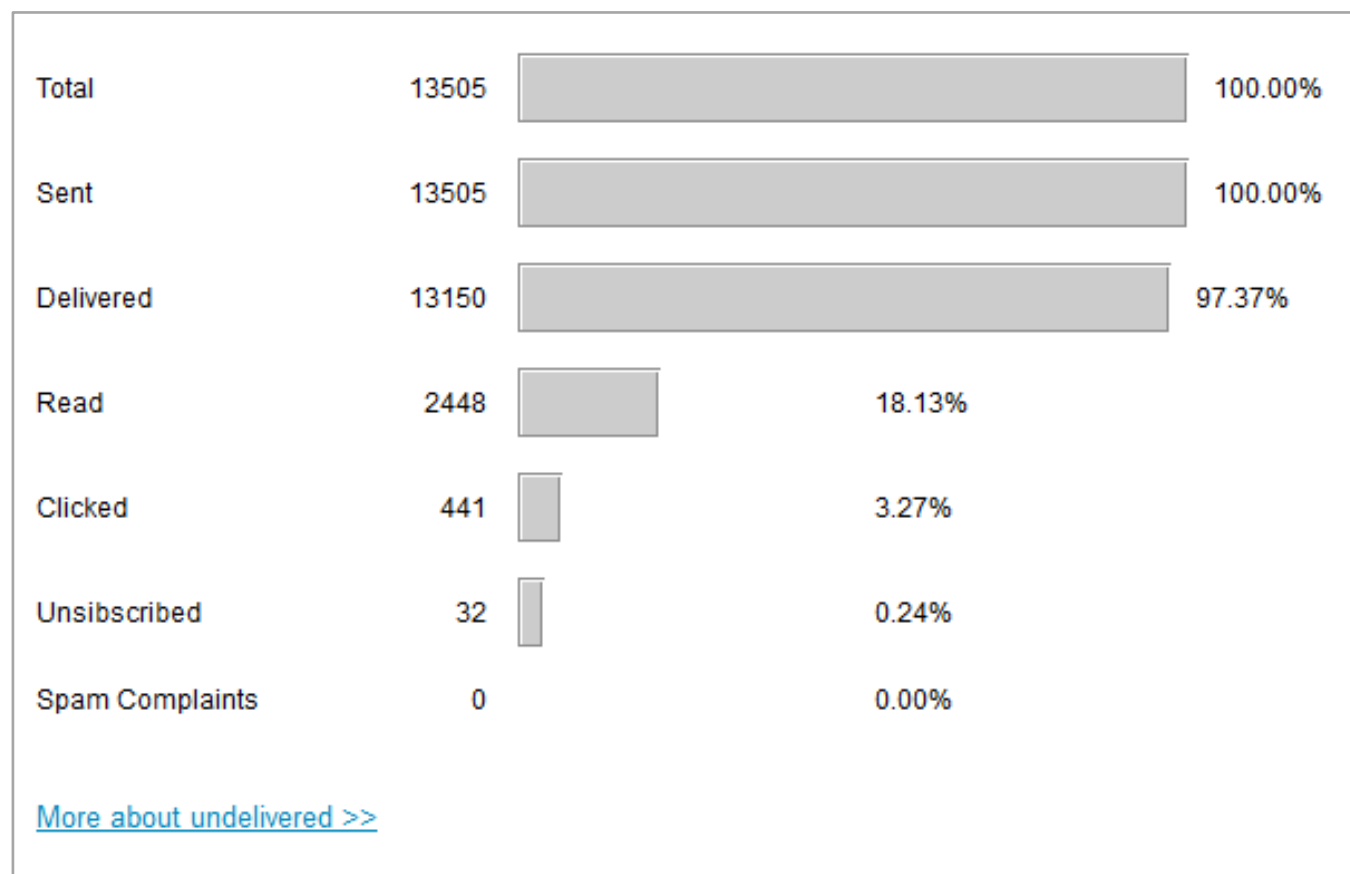
## A/B split testing

Email subject	UniSender news: split testing functionality added	UniSender implemented split testing functionality
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### Test results

Total	1487	1487
Sent	1487	1487
Delivered	1439	1443
Open rate	183	193
Click rate	12	20
Moved to spam	0	0
Unsubscribed	1	1
The winner		

## Detailed report



## UniSender helps to

- Instantly inform subscribers about special offers
- Get more sales from existing customers
- Increase the average customer lifetime
- Reduce customer acquisition costs
- Automate communication with existing and potential customers
- Evaluate marketing activities with the UniSender built-in statistics and Google Analytics
- Keep email lists up-to-date

## UniSender key benefits

- Email marketing service with the ability to send text messages as well  
With UniSender you can easily reach your subscribers the way they prefer to be contacted – via email and text message or both.
- High-speed delivery – 100 000 e-mail per hour and higher  
UniSender allows delivering high-volume email campaigns and thus meets demands of businesses of any size.



## UniSender key benefits

- High delivery rate – 98 % and higher

It is priority for us to deliver high-quality services and this is why we are working on getting 100 % on email delivery.

- Complete integration with business flow

API and variety of available plugins make integration with CRM, CMS, eCommerce-systems fast and easy.

## UniSender pricing

Email		Text messages
LIGHT	PRO	<p>Depends on the destination country.</p> <p>For more information please check <a href="#">text messaging pricing</a>.</p>
<ul style="list-style-type: none"><li>• For rare email campaigns</li><li>• No monthly fee</li><li>• 0.25 ¢ per e-mail</li></ul>	<ul style="list-style-type: none"><li>• For frequent email campaigns</li><li>• Starting from \$10 per month</li></ul>	

# UniSender Free

## **Free 100**

- Up to 100 subscribers on the list, up to 1 500 email messages a month.
- Automatically assigned to all new accounts.
- Forever free and will never expire.

## **Free 500 and Free 2 000**

- Up to 7500 and 30 000 email messages a month correspondingly.
- UniSender banner should be placed on the website.
- Newsletters include a reference to UniSender.

## Our clients



LIVEJOURNAL



Rutube



## Contact information

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**Contact us and find out how to boost up your business with  
UniSender!**