



inbox warriors



LET US PROVIDE YOU WITH ALL THE CLEVER BITS THAT ALLOW THE MAGIC TO HAPPEN... !

Inbox Warriors, affectionately known as 'The Warriors', have been so busy making sure we get your emails delivered that we haven't updated our website in months! That's our excuse and we're sticking to it. Our approach is simple, you're the marketer, you do smart marketing stuff. Us? We're the technology monkeys. We'll provide you with the clever bits that allow the magic to happen. So you want ASP, you've got it!

Our monkeys have been around a while, averaging eight years' experience each in the email marketing arena. So we've been there and done that; seen what works and what doesn't with email - so we'll be best placed to advise you on what's possible and what's not, what worked yesterday and what might just work tomorrow. We'll either work closely with you to help harness your ideas into practical email marketing solutions that work - or we'll leave you alone to get on with it. We will however continue the hocus pocus in the background to make sure your emails are delivered and the metrics are being collected and reported so that you have MIS for when the boss shouts! So you want managed, you've got it!

Whether you want a simple solution that points data at creative and fires it out, or you want an integrated solution that triggers emails based on siteside or database activity like basket abandonment, order confirmation with cross sell, event announcements, renewal notices, reminder service, etc. we have the skills, the technology - but most importantly the patience and experience - to understand what you're looking to achieve and deliver it. You may want to trigger campaigns using

Adaptive Sequenced Messaging, posh speak for dynamic email that triggers based on how your recipient interacts with an original message, eg; I get an email and don't open it, so I get a follow up with a different subject line a few days later. You get an email open it but I don't click on a link, you get a follow up offering something for nothing. I get an email, open it, click a link and put something in his basket but don't complete a purchase. I get a follow up offering free P&P. All this is planned before hand, set up in the system and then - abracadabra - happens by magic.

Then there's reporting. Some marketers just want an Excel spreadsheet with the basic campaign stats. How many went, how many delivered, how many bounced, how many opened, how many clicked, how many unsubscribed. Whereas others might want more detailed information on the who, the when and the what. Then there are the others who want everything, who got it, when did they open it, what did the click on, where did they go once they were siteside, what went in the basket, how much was spent and full circle who spent it. If your marketer a,b,c or a combination then guess what? We can help

Who are we? Our management team consists of Mike Parry, Email Monkey, industry experience 9 years. Loves the sound of his own voice, and can be heard evangelising wherever a soap box is handy. You may have seen him at a Savoy Breakfast, A BAFTA presentation, IDMF, TFM, Internet World, AD Tech, The Marketing Forum and any number of smaller events. Or read his articles/quotes on Mad.co.uk, Revolution magazine, New Media Age, the Telegraph or in The

Big Book of Email Marketing. Tony MacPherson, or Client Slave, as we prefer, has 8 years industry experience and his CV reads so very similar to Mike's that we aren't going to repeat it, except to say he's the nice one of the two. And then there is Adrian Nabarro, 9 years nose to the grindstone, Head of Stuff, along with his team he makes the magic happen. You won't have seen Adrian at any of the above events because he's tied to his pc from 8am to midnight, 7 days a week, 365 days a year. Holidays? Like lunch, they're for wimps!

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