



Top 10 Reasons to use Spread - Email Marketing Software & Service

十大理由使用思齐Spread 你的电邮推广拍档

ReasonableSpread.com



Reasonable 思齊
Software 軟件

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Why Email Marketing 为何需要电邮推广



Top 10 Reasons to Use Spread 十大理由



Contact Us 联系我们

About Reasonable Software 思齐软件

- The founder authored and published the first Reasonable software, NoClone, in 2003
- 2003年，创始人编写并发布了第一款思齐软件——无双。



- 2006 Jan, Spread was released. Up till 2012, 1/3 Hong Kong people received emails sent by Spread.
- 2006年1月，Spread 面市。直至2012，1/3的香港人收到过来自Spread的电邮。
- 12 most popular web site used Spread for member newsletter.
- 12 个香港最流行的网站均使用Spread向会员发送订阅邮件。



About Reasonable Software 思齐软件

(内地客户)



CLINIQUE

Boloni

Everbuying.com
China Brands, Global Choice

 **PRICE ANGELS**
WORLDWIDE FREE SHIPPING

 **PandaWill™**

PickEgg.com™

Micmarketplace.com
ONE GOAL. ONE DREAM 



 **TOMTOP**
WHOLESALE CENTER

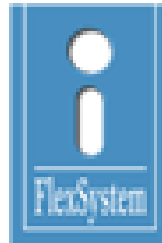
 **SHOESMODE**

SHOEMYWAY

SHOES NAVIGATION

About Reasonable Software 思齐软件

- 14 Listed companies and her subsidiaries 上市公司及其子公司



ACW solutions

ROYAL PLAZA HOTEL



= exact

bossini @ behappy

And it all comes together.
(Exact Software)

citi financial®

ESD life 10th
SINCE 2000



中国大陆客户:

Trademic.com
one goal, one dream



Citifinancial & DBS used email ad network service

About Reasonable Software 思齐软件

- More than 600 customers worldwide (for profit & non-profit)
- 全球有600多个客户(盈利&非盈利)



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About Reasonable Software 思齐软件

➤ Achievements 业绩

- Until now, more than 10,000,000 email addresses worldwide is managed by Spread users.
- 至今，全球的Spread使用者管理超过10,000,000的电邮地址。
- Up till 2012, 1/3 Hong Kong people received emails sent by Spread.
- 直至2012年，1/3的香港人收到过来自Spread的电邮。
- As of 29 Feb 2012, 487,000,000 email messages has been sent by Spread.
- 截止2012年2月29日，通过Spread平台发送出去的邮件达4.87亿封。
- 3 million opens (1.7 unique open) since 16 Jan 2012.
- 2012年1月16日至2月29日，开启邮件达3,000,000封，其中独立开启达1,700,000封。

About Reasonable Software 思齐软件

- Proprietary R&D Centre 自主研发中心
 - Hong Kong Science & Technology Parks “IncuTech Programme” graduate company
 - 香港科技园 “科技培育计划” 毕业公司
 - Microsoft Certified Partner since 2006
 - 自2006年开始成为微软认证伙伴
 - Co-operated with City University of Hong Kong for Reasonable Anti-phishing Software
 - 与香港城市大学合作开发思齐防伪网站软件
 - Customize attributes and features depending on client' s requests
 - 可根据客户需求订制功能



REASONABLE ANTI-PHISHING
The Anti-Phishing Software



Hong Kong 香港科技园
Science & Technology Parks

Microsoft
CERTIFIED
Partner

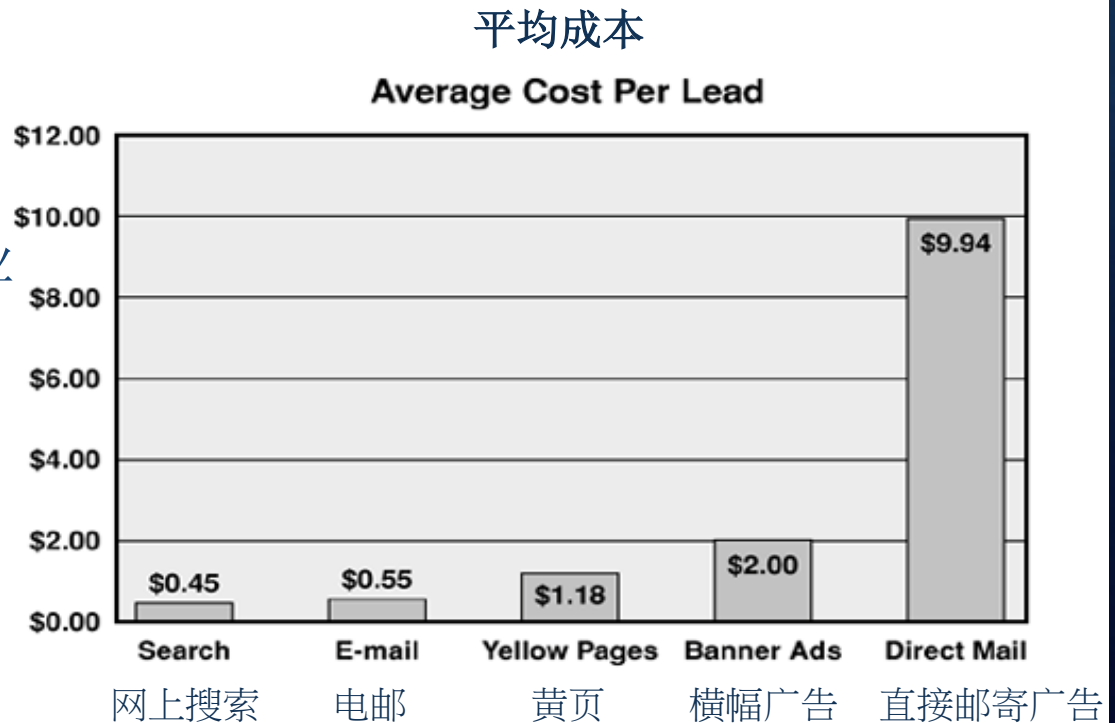


香港城市大學
City University
of Hong Kong

Why email marketing?

为何需要电邮推广？

- Email Marketing Is Cost-Effective
- 电邮推广具有成本效益
- Low budget, fit SME
- 低预算，适合中小型企业



Advantages of Email Marketing

电邮推广的好处

- Cost Comparison between Mail Print & Email
- 印刷、电邮的成本比较
- Comparison of Costs for 12 newsletters per year for 10,000 members
- 成本比较: 10,000个会员, 每年12封电子报。

Direct "Snail" Mail 直接传统信件

Design (设计费用) : \$40,000
Postage (邮费) : \$168,000
Printing (印刷费) : \$140,000
Handling (手续费) : \$28,000

Total (共计) : \$376,000

In HK\$
以港币\$计

Direct Email 直接电邮

Reasonable Spread
思齐Spread

Annual fee (年费) : \$5,760
Design (设计费) : \$8,000

Total (共计) : \$13,760

In HK\$
以港币\$计

Advantages of Email Marketing

电邮推广的好处

- Email marketing's ROI is an astounding \$43.62 according to the same DMA (Direct Marketing Association) study – nearly 3.5 times higher than direct mail cataloging.
- DMA研究显示：电子邮件营销的投资回报率相当惊人，高达\$43.62，比直邮高出近3.5倍。

美国直接营销市场投资回报率 (ROI) 统计报告



New Customers Vs Old Customers

新老顾客对比

Low profit margin in eBay and search engines – Google, Yahoo due to competition

竞争因素导致eBay和Google, Yahoo等搜索引擎上的低利润率

Advertising cost:
广告成本:

- Magazine ads: HK\$3K-8K Full Page
- 杂志广告: 港币\$3-8千/版
- Search marketing: US\$0.01 – 31
- 搜索引擎营销: 美元\$0.01-31
- Email list rental: HK\$1-2/email
- 电邮地址租赁: 港币\$1-2/封

| Max CPC | Avg CPC | Top Paying Keywords |
|---------|---------|-------------------------------|
| 96.87 | 31.10 | adverse credit remortgage |
| 54.31 | 29.34 | att call conference |
| 60.86 | 28.51 | angeles drug los rehab |
| 101.30 | 28.23 | att go |
| 61.47 | 28.03 | accident car florida lawyer |
| 90.48 | 27.11 | at t wireless |
| 40.18 | 26.19 | anti spam appliance |
| 93.12 | 26.17 | adverse remortgage |
| 53.70 | 25.98 | att conference |
| 101.26 | 25.84 | at and t |
| 141.00 | 23.29 | american singles |
| 102.69 | 23.03 | att prepaid wireless |
| 69.09 | 22.74 | at and t cell phones |
| 53.88 | 22.24 | anti spam lotus notes |
| 39.25 | 21.80 | anti spam exchange server |
| 133.02 | 21.20 | att wireless com |
| 70.76 | 20.80 | angeles criminal defense los |
| 41.31 | 20.64 | action class lawsuit vioxx |
| 47.61 | 20.28 | attorney law lemon |
| 32.22 | 19.97 | auto insurance quotes |
| 61.52 | 19.68 | administration lease software |
| 52.56 | 19.03 | accident lawyer michigan |
| 107.72 | 18.85 | acid reflux disease diet |
| 51.00 | 18.43 | affiliate per click |
| 110.73 | 18.19 | att prepaid |

* <http://www.entrepreneur.com/tradejournals/article/56068802.html>

Acquisition cost *
购买成本*

Intermarket Group:
□ Barnesandnoble.com spends \$42 to sign up a new customer, compared to Amazon.com's \$27.60, □ Priceline's \$32.30, and Beyond.com's \$29.30

Intermarket Group :
为使一名新会员注册, Amazon.com花费了\$27.60, Priceline 和Beyond.com分别为\$32.30和\$29.30, 而 Barnesandnoble.com则花费了\$42。

Sign up free trial: <http://ReasonableSpread.hk>



十大理由使用思齐Spread

Why email marketing with Spread?

1. 传递至收件箱

Deliverability to Inbox

- 垃圾邮件？ Spam mail/ Junk Mail?
- With Spread - High chance to inbox like Hotmail, Yahoo mail, AOL
- 使用Spread——很大机会能进入Hotmail, Yahoo, AOL的收件箱
 - ✓ Hotmail: ~90% to inbox
 - ✓ Hotmail: 进入收件箱的机会达到90%
 - ✓ Yahoo mail: approved bulk sender
 - ✓ Yahoo 邮件：认可的批量发件人
 - ✓ AOL: white list
 - ✓ AOL: 白名单

1. 传递至收件箱

Deliverability to Inbox

➤ Email server settings & monitoring

正确邮件服务器设定




- Static IP & complete DNS entry 使用静态IP地址/ 确认DNS entry是完整及正确,如 reverse DNS
- Comply with industrial standards: SPF/Sender ID (required by Hotmail), Domain Keys (required by Yahoo mail) 遵从行业标准: SPF/发件人 ID (应Hotmail要求), 网域认证钥匙(应Yahoo邮件要求)
- Spam complaint feedback loop to reduce complaint rate – Hotmail, Yahoo, AOL, comcast etc. 利用垃圾邮件投诉反馈循环减低投诉率 —— Hotmail, Yahoo, AOL, Comcast等等
- Remove invalid / bounce back email addresses 排除无效/弹回邮件地址
- Reputation certification by Return Path (in progress) 申请电邮信誉认证 (进行中)
- Regular monitor on deliverability(health check) 观察个别ISP是否可寄出电邮
- Good relationship in major ISPs 与主要因特网服务提供商 (ISPs)维持良好关系

1. 传递至收件箱

Deliverability to Inbox

- 90% emails delivered to Hotmail/Windows live/MSN inbox
- 90%的邮件传递至Hotmail/Windows live/MSN的收件箱

Result 结果 **Example 示例** **Verdict percentage 判决百分比**

| | | |
|----------|---|-------------------------|
| Green 绿 |  | Spam (垃圾邮件) < 10% |
| Yellow 黄 |  | 10% < spam (垃圾邮件) < 90% |
| Red 红 |  | Spam (垃圾邮件) > 90% |

Windows Live™
Smart Network Data Services
View Data View IP Status Request Access Access Control Edit Profile FAQ

View Data: 203.169.239.169

Below is the data history for the selected IP, 203.169.239.169. Please note that days where it sent less than 100 messages will be indistinguishable from days where it sent no messages at all, because neither will show up below.

The date and times in the displayed data below are rendered into your preferred timezone: (GMT+08:00) Beijing, Chongqing, Hong Kong, Urumqi (edit)

| Activity period | RCPT commands | DATA commands | Message recipients | Filter result | Complaint rate | Trap message period | Trap hits | Sample HELO | Sample MAIL FROM | Comments |
|--|----------------|----------------|--------------------|-------------------|------------------|---------------------------------------|-----------|--------------------------|---------------------------|----------|
| Total: 51 days | 161,851 | 158,420 | 158,420 | 6 red days | < 0.1% | | 12 | 1 distinct values | 10 distinct values | |
| 2/28/2012 4:00 PM - 2/29/2012 4:00 PM | 1351 | 1345 | 1345 | | < 0.1% | 2/29/2012 3:55 PM - 2/29/2012 3:55 PM | 1 | smtp6169.spread3.net | sent3073@respread.com | |
| 2/27/2012 4:00 PM - 2/28/2012 4:00 PM | 1966 | 1960 | 1960 | | < 0.1% | | 0 | smtp6169.spread3.net | sent3073@respread.com | |
| 2/27/2012 11:00 AM - 2/27/2012 4:00 PM | 1322 | 1319 | 1319 | | < 0.1% | | 0 | smtp6169.spread3.net | sent3073@respread.com | |
| 2/21/2012 5:00 PM - 2/22/2012 2:00 AM | 1944 | 1941 | 1941 | | < 0.1% | | 0 | smtp6169.spread3.net | sent3004@respread.com | |
| 2/20/2012 4:00 PM - 2/20/2012 8:00 PM | 1124 | 1120 | 1120 | | < 0.1% | | 0 | smtp6169.spread3.net | sent3004@respread.com | |
| 2/20/2012 11:00 AM - 2/20/2012 4:00 PM | 1224 | 1218 | 1218 | | < 0.1% | | 0 | smtp6169.spread3.net | sent3004@respread.com | |
| 2/18/2012 10:00 AM - 2/18/2012 1:00 PM | 2783 | 2749 | 2749 | | 0.1% | | 0 | smtp6169.spread3.net | sent12041@respread.com | |
| 2/20/2012 11:00 AM - 2/20/2012 4:00 PM | 1224 | 1218 | 1218 | | < 0.1% | | 0 | smtp6169.spread3.net | sent3004@respread.com | |
| 2/18/2012 10:00 AM - 2/18/2012 1:00 PM | 2783 | 2749 | 2749 | | 0.1% | | 0 | smtp6169.spread3.net | sent12041@respread.com | |
| 2/13/2012 4:00 PM - 2/14/2012 2:00 AM | 4501 | 4479 | 4479 | | < 0.1% | | 0 | smtp6169.spread3.net | sent3073@respread.com | |
| 2/13/2012 12:00 PM - 2/13/2012 4:00 PM | 1128 | 1123 | 1123 | | < 0.1% | | 0 | smtp6169.spread3.net | sent3073@respread.com | |
| 2/9/2012 4:00 PM - 2/9/2012 5:00 PM | 260 | 258 | 258 | | < 0.1% | | 0 | smtp6169.spread3.net | sent3004@respread.com | |
| 2/8/2012 4:00 PM - 2/9/2012 4:00 PM | 5367 | 5295 | 5295 | | < 0.1% | | 0 | smtp6169.spread3.net | sent3004@respread.com | |
| 2/9/2012 4:00 PM - 2/9/2012 5:00 PM | 260 | 258 | 258 | | < 0.1% | | 0 | smtp6169.spread3.net | sent3004@respread.com | |
| 2/8/2012 4:00 PM - 2/9/2012 4:00 PM | 5367 | 5295 | 5295 | | < 0.1% | | 0 | smtp6169.spread3.net | sent3004@respread.com | |

❖ Deliverability report from Hotmail.

❖ 来自Hotmail的邮件传递报告。

1. 传递至收件箱

Deliverability to Inbox

- 管理传递失败的退回邮件 Bounce back email
- Spread classifies bounce back emails Spread 分类弹回的邮件
- Remove invalid (non-existent / undeliverable) addresses to increase deliverability to inbox 排除无效的(不存在/不可寄达的)地址以提高传递至收件箱的机率

| | # | Bounce Category | Bounce Count |
|-------------------------------------|---|----------------------|--------------|
| <input type="checkbox"/> | 0 | Other | 25 |
| <input checked="" type="checkbox"/> | 1 | Non-Existent Address | 47 |
| <input type="checkbox"/> | 2 | Undeliverable | 0 |
| <input type="checkbox"/> | 3 | Mailbox Full | 1 |
| <input type="checkbox"/> | 4 | Vacation/Auto Reply | 0 |
| <input type="checkbox"/> | 5 | Blocked | 1 |

Total Records: **74**

2. 遵从《非应邀电子讯息条例》

《非应邀电子讯息条例》2007年12月22日生效

The Unsolicited Electronic Messages Ordinance (“the UEMO”) came into force as of December 22, 2007.

- 邮件内需要有清晰及准确的发件人数据
- Provide clear and accurate sender information in the message
- 取消订阅及拒收电邮登记册
- Provide an unsubscribe facility and an unsubscribe facility statement in the message
- 不可用软件在互联网搜集电子地址
- Prohibited using of unscrupulous techniques to expand the reach of commercial electronic messages
- 使用Spread, 发件人数据会自动加载在电邮里
- With Spread, Sender information added automatically in email campaigns:

香港寬頻網絡有限公司 - 香港新界葵涌健康街十八號恆亞中心十二至十六樓

聯絡電話 : 128 100 電子郵件地址: support@hkbn.net

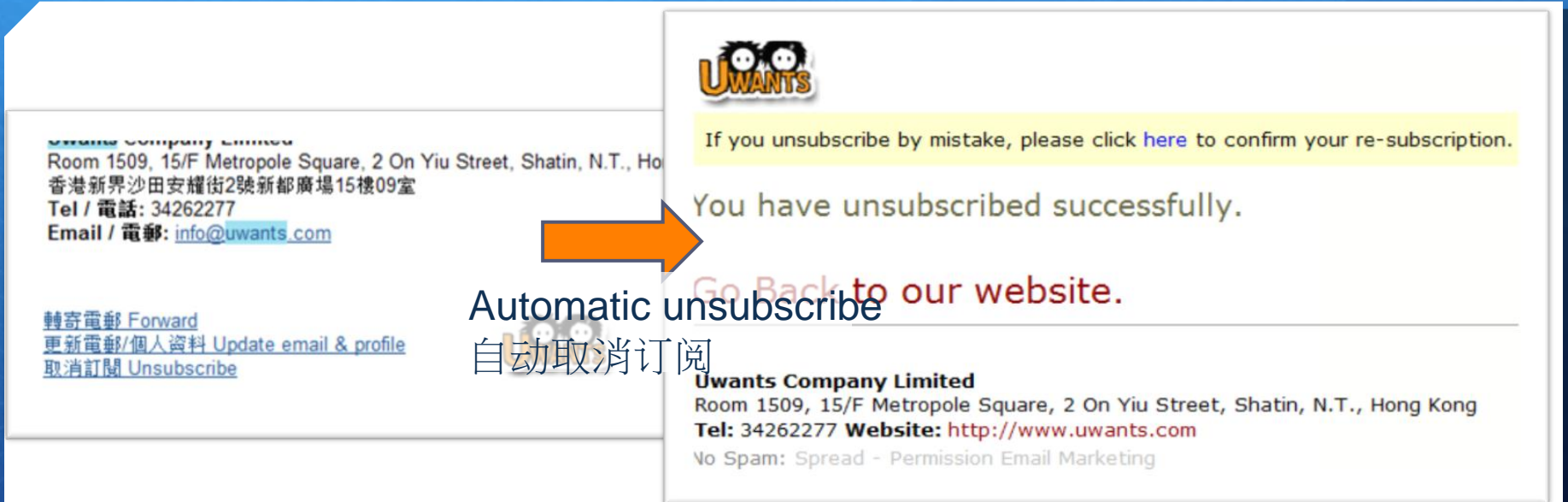
Hong Kong Broadband Network Ltd. 12-16/F, Trans Asia Centre, 18 Kin Hong Street, Kwai Chung, N.T., Hong Kong

Contact Tel. No.: 128 100 Email Address: support@hkbn.net

如閣下不欲收取任何有關香港寬頻服務及產品優惠之電郵, 請瀏覽 <https://reg.hkbn.net/unsubscribe>.

If you do not wish to receive any promotional emails about the services and products of Hong Kong Broadband Network Ltd., please visit <https://reg.hkbn.net/unsubscribe>.

2. 遵从《非应邀电子讯息条例》



Uwants Company Limited
Room 1509, 15/F Metropole Square, 2 On Yiu Street, Shatin, N.T., Hong Kong
香港新界沙田安耀街2號新都廣場15樓09室
Tel / 電話: 34262277
Email / 電郵: info@uwants.com

[轉寄電郵 Forward](#)
[更新電郵/個人資料 Update email & profile](#)
[取消訂閱 Unsubscribe](#)

UWANTS

If you unsubscribe by mistake, please click [here](#) to confirm your re-subscription.

You have unsubscribed successfully.

[Go Back to our website.](#)

Uwants Company Limited
Room 1509, 15/F Metropole Square, 2 On Yiu Street, Shatin, N.T., Hong Kong
Tel: 34262277 Website: <http://www.uwants.com>
No Spam: Spread - Permission Email Marketing

Automatic unsubscribe
自动取消订阅

Newsletter subscription form: (opt-in)
电子报订阅表格:(选择加入)



Subscribe newsletter now!

Powered by Reasonable Spread: email marketing software & service

3. 有效并可测量

Reports to monitor effectiveness

| 名称 | 主题 | 状态 | 修改时间 | 发出 | 独立开启 | 独立点击 | 转换 | 弹回 | 回报滥发 | 取消订阅 | 发出时间 |
|---------------------------|---------------|----|-------------------------|--------|------------------|------------------|----|----------------|---------------|------|-------------------------|
| 20110218_eshop_newsletter | 電腦節同步價 網上正式開鑼 | 已发 | 2/18/2011 6:51:39 PM | 234498 | 48781 (20.8%) | 14346 (6.12%) | 0 | 158 (0.07%) | 35 (0.01%) | 0 | 2/19/2011 3:17:24 PM |

- ❑ 发出Sent
- ❑ 开启Opens
- ❑ 点击Clicks
- ❑ 弹回Bounces
- ❑ 转换Conversions - sales, sign-up etc 销售,注册等
- ❑ 回报滥发Spam Reports
- ❑ 取消订阅Unsubscribed
- ❑ 页内分析In-page Analytics

3. Opens 打开

账户管理： 跳转



Reasonable Spread 4.1

邮件/短信 联系人 推荐人 我的帐户

开启 | 发出 | 点击 | 转换 | 弹回 | 回报滥发 | 取消订阅

邮件/短信 > promotion for Christmas > 开启 > 摘要 | 全部开启 | 不重复开启 | 没有开启 | 以时间分类

| Email Address | Opening Time | Subscription | Sending Time |
|------------------------|--|--|----------------------|
| lyuen@reasonables.com | <ul style="list-style-type: none">25 Feb 2012 03:24 PM25 Feb 2012 03:25 PM | <ul style="list-style-type: none">24 Nov 2011 11:40 AM | 25 Feb 2012 01:17 AM |
| mchan@reasonables.com | <ul style="list-style-type: none">25 Feb 2012 12:40 PM25 Feb 2012 12:41 PM25 Feb 2012 02:00 PM27 Feb 2012 10:23 AM27 Feb 2012 10:31 AM | <ul style="list-style-type: none">24 Nov 2011 11:40 AM | 25 Feb 2012 01:17 AM |
| jyeung@reasonables.com | <ul style="list-style-type: none">27 Feb 2012 09:57 AM27 Feb 2012 09:58 AM | <ul style="list-style-type: none">Facebook fans | 25 Feb 2012 01:17 AM |

Export as CSV

Copy to a list

返回电邮目录

Multiple opens
多次打开

3. Opens by hours

按时间段分析开启率

| Time | Count | Percentage |
|-----------|-------|------------|
| 12 AM | 102 | 2.57% |
| 1 AM | 59 | 1.48% |
| 2 AM | 35 | 0.88% |
| 3 AM | 11 | 0.28% |
| 4 AM | 10 | 0.25% |
| 5 AM | 4 | 0.10% |
| 6 AM | 4 | 0.10% |
| 7 AM | 16 | 0.40% |
| 8 AM | 72 | 1.81% |
| 9 AM | 262 | 6.59% |
| 10 AM | 245 | 6.16% |
| 11 AM | 196 | 4.93% |
| 12 PM | 145 | 3.65% |
| 1 PM | 73 | 1.84% |
| 2 PM | 103 | 2.59% |
| 3 PM | 77 | 1.94% |
| 4 PM | 179 | 4.50% |
| 5 PM | 1279 | 32.17% |
| 6 PM | 392 | 9.86% |
| 7 PM | 178 | 4.48% |
| 8 PM | 137 | 3.45% |
| 9 PM | 126 | 3.17% |
| 10 PM | 139 | 3.50% |
| 11 PM | 132 | 3.32% |
| All Opens | 3976 | 100.00% |

Displayed as GMT+08:00

Total Sent: **20554**



Best timing to send email
发邮件的最佳时间

3. Clicks 点击

账户管理: 我的账户 [v] 跳转

Reasonable Spread 4.1 欢迎 stang@reasonables.com (Admin)! [登出] [说明]

邮件/短信 联系人 推荐人 我的帐户

开启 | 发出 | 点击 | 转换 | 弹回 | 回报滥发 取消订阅

邮件/短信 > 25 Nov 2011 05:32 PM > 点击 > 摘要 | 全部点击 | 不重复点击 | 以网址分类 | 以网址+时间分类 | 以时间分类

| 连结 | 全部点击 | 百分比 | 不重复点击 | 百分比 | |
|---|------|--------|-------|--------|----------|
| http://reasonablespread.com/ | 1 | 25.0 % | 1 | 25.0 % | View URL |
| http://subscriber.reasonablespread.com/SubscribeFormDetail.aspx?UserID=2503&scriptId=286&type=subscribe | 2 | 50.0 % | 1 | 50.0 % | View URL |
| http://app.reasonablespread.com/Admin/Register.aspx | 1 | 25.0 % | 1 | 25.0 % | View URL |
| | 4 | 100% | 3 | 100% | |

汇出成CSV档案

显示栏位

纪录总数: 3

主页 邮件/短信 联系人 推荐人 我的帐户 管理员

开启 | 发出 | 点击 | 转换 | 弹回 | 回报滥发 取消订阅

邮件/短信 > PayPal x Google x Reasonable x SmarkGlobal > 点击 > http://subscriber.reasonablespread.com/SubscribeFormDetail.aspx?UserID=3548&scriptId=1750&type=subscribe

| 电邮地址 | 联络人名单 | 发送时间 | 名字 | 公司 |
|------------------------|--|----------------------|--------|------------------------|
| info@power.com.hk | <ul style="list-style-type: none"> Chinese spreaders 07 Jun 2008 12:34 PM Trial expired HK Expired 2009 Jan 24 all contacts Sing-up Early July2009 1st half Spreaders Sign up before 8 April 2010 Expired 2010 Aug Spreader_HK_2011/11/29 HK trial Spreaders as of 14 Feb 2012 | 15 Feb 2012 09:01 AM | Doris | PowerTech Telecom co. |
| promo@skhsch.org.hk | <ul style="list-style-type: none"> Non-profit Organization HK Email marketing course July 2009 all contacts Email Marketing Course July 2009 - Show up 2nd half Expired 2010 Aug HK trial Spreaders as of 14 Feb 2012 | 15 Feb 2012 09:02 AM | Pheona | St. Christopher's Home |
| mayman126@yahoo.com.hk | <ul style="list-style-type: none"> 有效電郵推廣課程 24_Oct_2008 all contacts 2nd half Expired 2010 Aug HK trial Spreaders as of 14 Feb 2012 | 15 Feb 2012 09:04 AM | May | ACC |
| | <ul style="list-style-type: none"> Chinese spreaders all contacts | | | |

Who clicked? 谁打开过?

3. In-page Analytics 页内分析

- More convenient and more intuitive to view CTR (Clickthrough rate)
- 能更方便, 更直观地看到每个连接的点击率

【最新服务功能推荐】



认证项目 (白名单服务)

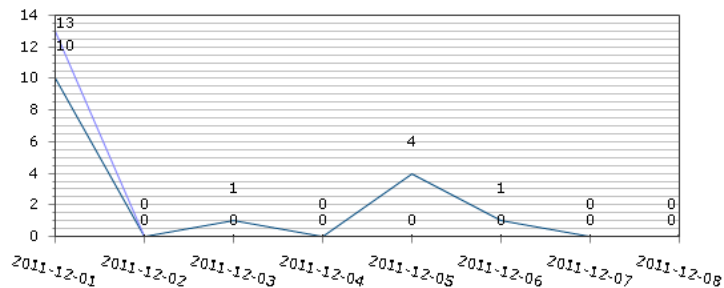
通过申请白名单服务, 提升您的电子邮件收件箱到达率, 获得良好的反馈, 并在企业与客户之间建立可信赖的电子邮件通道。认证会员平均可提高27%的收件箱到达率, 有些甚至高达40%! [立即申请!](#)



Facebook思齐FanClub

如果您已经拥有一个Facebook粉丝页面, 想知道如何把您的Facebook粉丝变成客户吗? 思齐FanClub - 我们最新推出的一款Facebook应用程序, 将会帮助您实现这一重要的转换! [赶快来体验吧!](#)

日数据统计 (仅显示7天数据)



| URL | 全部点击 | 百分比 | 不重复点击 | 百分比 |
|---|------|--------|-------|--------|
| http://app.reasonablespread.com/Admin/Register.aspx | 2 | 15.4 % | 1 | 12.5 % |
| http://subscriber.reasonablespread.com/SubscribeFormDetail.aspx?UserID=2503&scrId=1492&type=subscribe | 4 | 30.8 % | 2 | 25.0 % |
| http://apps.facebook.com/reasonablefanclub/?ref=ts | 3 | 23.1 % | 1 | 12.5 % |
| http://reasonablespread.com/overview.aspx | 1 | 7.7 % | 1 | 12.5 % |
| http://reasonablespread.com/service.aspx | 1 | 7.7 % | 1 | 12.5 % |
| http://reasonablespread.com/pricing.aspx | 1 | 7.7 % | 1 | 12.5 % |
| http://reasonablespread.com/support.aspx | 1 | 7.7 % | 1 | 12.5 % |
| Total | | 100% | | 100% |

发送到: 隐藏

- 全部开启
- 全部点击

| 联络人名单 | 联络人数目 |
|-----------------------|-------|
| stang@reasonables.com | 1 |
| Test Group_Reasonable | 15 |

4. 建立电邮名单

Build your own email list

- 订阅电子报表格
- Subscription Form
 - [香港芭蕾舞团](#)
 - [The Hong Kong Ballet](#)

The screenshot shows the Hong Kong Ballet website. At the top, there is a navigation menu with links for '舞團介紹', '舞團製作', '新聞室', '教育及外展', '巡迴演出', '港幣之友', '贊助舞團', and '聯絡我們'. The main banner features a large advertisement for the 'GALAXY INTERNATIONAL BALLET' with the text '世界級芭蕾舞星 風采盡現舞台' and 'Capture the charisma of the world's most famous ballet stars on one stage'. Below the banner, there are sections for 'GALAXY 節目內容' with a list of dates (22.5, 23.5, 24.5), '網站更新' with links for '舞團空款', '新聞稿', and '精彩劇照', and 'GALAXY 國際芭蕾舞匯演 芭蕾舞界閃聚 共慶港芭30周年'. A sidebar on the right contains the 'Friends of The Hong Kong Ballet' logo and a subscription form with the text '加入香港芭蕾舞團通訊名單!' and '電郵: [input] 加入'. At the bottom of the sidebar, it says 'Permission email marketing service sponsored by Reasonable Spread'.

©2007 香港芭蕾舞團 | 版權所有 不得轉載
香港芭蕾舞團由香港特別行政區政府資助
香港芭蕾舞團為香港文化中心場地伙伴

加入香港芭蕾舞團通訊名單！

電郵: 加入

Permission email marketing service
sponsored by Reasonable Spread

4. 建立电邮名单 Build your own email list

▶ 订阅电子报表格 Subscription Form

- ▶ Where is the best placement? 电子报放哪里最好呢？
- ▶ The best placement is the top of your website. 最高当然是最好。
- ▶ Thus, the placement of your website sign up form is very important.
- ▶ 因此，您网页上的登记表格的摆放位置是非常重要的。



技术支持部刘先生话每日都有 10个人上完Ice Fire个网站后, 嚟Spread度留低电邮地址, 用咗3个月, 已有约 2,000人登记
刊登于2008年2月FACE周刊

4. 建立电邮名单

Build your own email list

- 可自定义登记表 Customizable Sign Up Form
 - 适用于作讲座、研讨会、工作坊等活动的网上电子登记表
Online registration for Seminars, workshops etc. activity

Informatics Education (HK)

Thank you for your enquiry! Please fill in the following information, our education/ tra

* Compulsory fields (必須填寫)

Email: *

First Name: *

Last Name: *

Job Title:

Company:

Contact No.: *

索取更多 OBUBSc 資料

查詢其他課程資料

Enquiries:

5. 个人化电邮内容

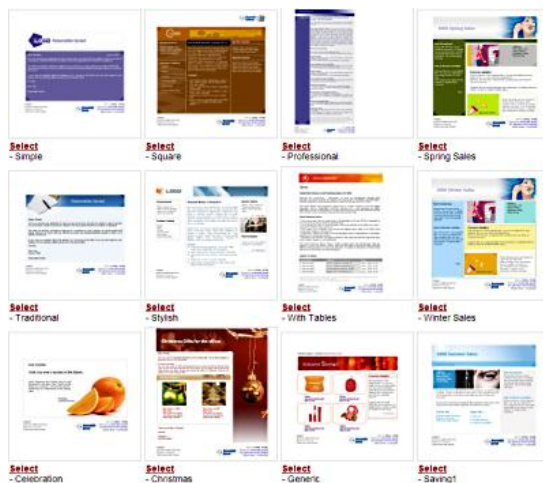
Personalization

- 个人化电邮内容 Personalize the email
 - 利用联络人名单中的数据,可个人化处理每个发出的电邮
Automatically match the data from contact list and personalize each email – subject line & email message body
 - 提高开启率, 增加亲切感 Higher open rate
 - 例子Example:
 - ✓ Personalized subject line may double open rate!
 - ✓ Hi [LASTNAME] [FIRSTNAME] ,Your Jewelry Auction - New Updates
 - ✓ 个人化的主题可能使开启率翻倍!
 - ✓ 【姓】 【名】您好 ,您的珠宝拍卖——最新更新

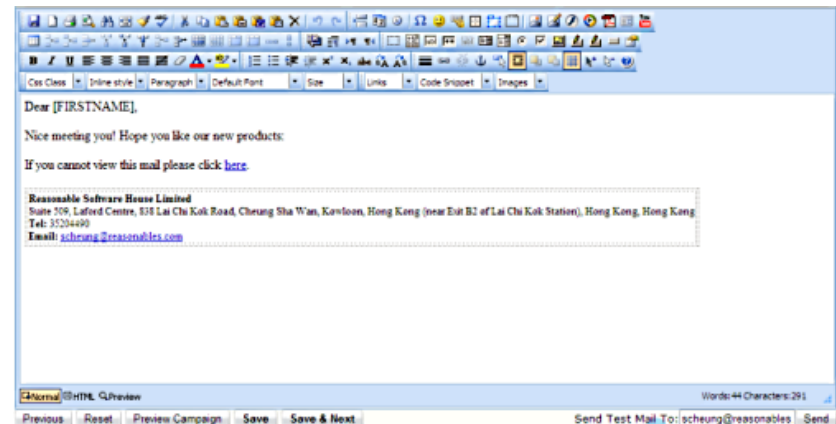
6. 不需要花时间用于技术和设计版面

No technical and design experience required

- 多于50款专业电邮模板可供选择
- more than 50 Professional email templates



- 在线可见即可得的HTML编辑
- WYSIWYG online HTML editor



7. 支持中、英文及繁、简体接口

English, Traditional & Simplified Chinese interface

- Auto-detect email encoding; support multilingual email encoding
- 自动检测邮件编码；支持多语言邮件编码
- 操作页面，内容及取消电邮告示 Interface, Contents & Email Footer

My Account Centre : Go

Welcome **stang@reasonables.com (Admin)**! | Logout [? Help]

Reasonable Spread 4.1

[Emails/SMS](#) | [Contacts](#) | [Referral](#) | [My Account](#)

[+ Create Email/SMS](#) | [Progress](#) | [User Rights](#) | [Bounce Report](#) | [Conversion Tracking](#) | [SMS Replies](#)

[電郵/短信](#) | [聯絡人](#) | [推薦人](#) | [我的帳戶](#)

Filter [+ 撰寫電郵/短信](#) | [查看進度](#) | [用戶權限](#) | [彈回報告](#) | [轉換跟蹤](#) | [短信回覆](#)

Name [郵件/短信](#) | [联系人](#) | [推荐人](#) | [我的帐户](#)

Status: [進階搜尋](#) [+ 新建郵件/短信](#) | [查看進度](#) | [用戶權限](#) | [彈回報告](#) | [轉換跟蹤](#) | [短信回覆](#)

Modify 名稱

Folder 狀態 [高級搜索](#)

修改時間 名稱 [查看](#) [清除](#)

↓ [Pa](#) 資料夾 狀態

↓ [Na](#) 修改時間 全部 2 二月 2012 - 3 三月 2012 [查看](#)

↓ [暫停](#) [繼續](#) 資料夾

↓ [名稱](#) [暫停](#) [繼續](#) [刪除](#) [重命名](#) [刊登](#) [移至資料夾](#)

| 名稱 | 主題 | 狀態 | 修改時間 | 發出 | 獨立开启 | 獨立点击 | 轉換 | 彈回 | 回報 | 取消 | 发出时间 |
|----|----|----|------|----|------|------|----|----|----|----|------|
|----|----|----|------|----|------|------|----|----|----|----|------|

fobshanghai, stang@reasonables.com
 注册日期: Sep 07, 2011
 版本: 尊尚 [升級](#)
 有效期至: Nov 06, 2012
 17 名联络人(近30 日)
 17 名现有联络人 [↻](#)
 1 名联络人未确认
 Email用量: 9/1000

8. 不需要安装其他软、硬件

No additional software and hardware required

- ▶ 不需要下载或安装 Web-base Software
 - 任何计算机, 只要可连接至互联网即可使用
 - Any computer with access to the internet
- ▶ 我们为您管理电邮服务器 We manage email servers for you

The screenshot displays the 'Reasonable Spread 4.1' web interface. At the top, there is a navigation bar with links for '邮件营销' (Email Marketing), '教学' (Teaching), '提示' (Tips), '链接' (Links), '收费及购买' (Charging and Purchase), and '免费试用' (Free Trial). The main content area is titled '请登入' (Please Log In) and contains the instruction '请输入您的登入电邮及口令浏览此页。' (Please enter your login email and password to view this page). The login form includes a '客户登入' (Customer Login) section with a language dropdown set to '简体中文'. It features input fields for '电邮:' (Email) and '口令:' (Password). Below these fields are a '保持登入' (Keep Me Logged In) checkbox, a '登入' (Login) button, a link for '免费登记' (Free Registration), and a link for '忘记口令?' (Forgot Password?). At the bottom of the form area, there is a link: '如您现在不想登入, 您可以 回到主页' (If you don't want to log in now, you can go back to the home page). The footer contains a series of links: '说明' (Help), '价格' (Pricing), '邮件档案馆' (Email Archive), '取消订阅' (Unsubscribe), '链接' (Links), '合作伙伴' (Partners), '联系我们' (Contact Us), and '关于我们' (About Us).

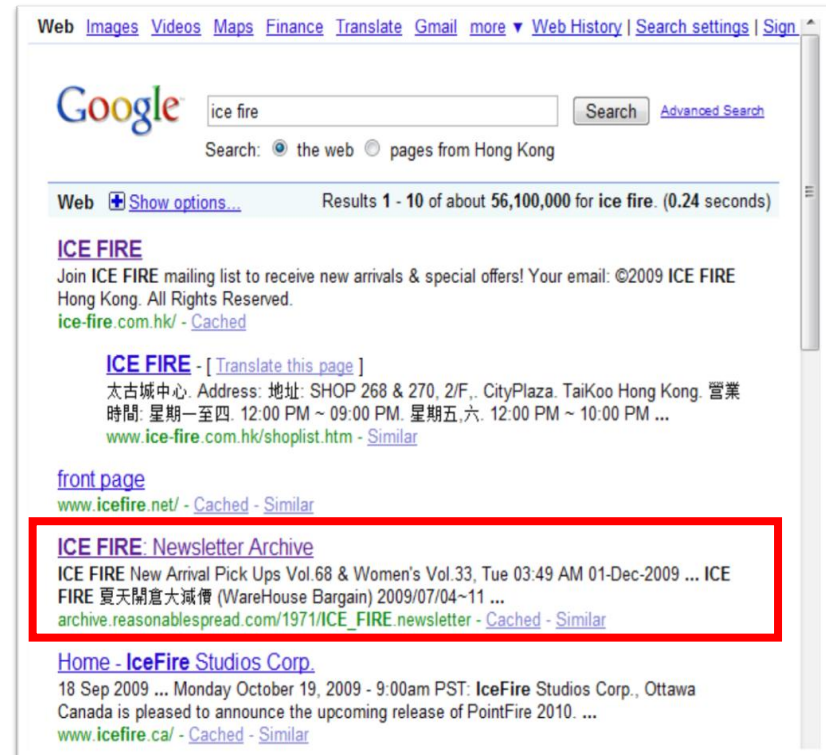
9. 增值服务 Value-added Services

- 电子报库Newsletter Archive
- 与Facebook专页结合 Integrate with Facebook Fan Page
- 思齐认证项目Reasonable Certification Program

9. 电子报库 Newsletter archive

- 电子报库 - 使 Google、Yahoo搜索到您的电子报Newsletter archive - Publish email to web & Search engine optimized - <http://Archive.ReasonableSpread.com>

- 例子Example:
ICE FIRE

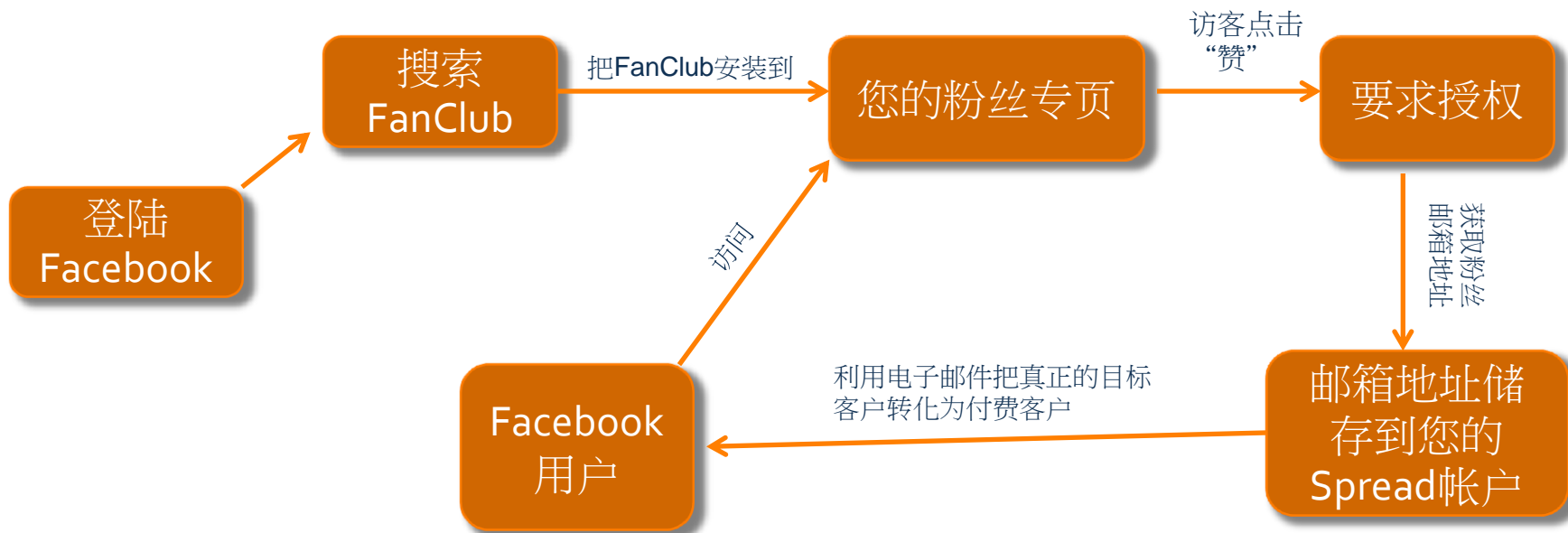


The screenshot shows a Google search interface with the search term 'ice fire'. The search results are displayed below the search bar. The first result is for 'ICE FIRE', which includes a link to 'ice-fire.com.hk/ - Cached'. Below this, there is a link to 'ICE FIRE - [Translate this page]' with a brief description of the store's location and hours. The second result is 'ICE FIRE: Newsletter Archive', which is highlighted with a red box. This result includes a link to 'archive.reasonablespread.com/1971/ICE_FIRE_newsletter - Cached - Similar'. The third result is 'Home - IceFire Studios Corp.' with a link to 'www.icefire.ca/ - Cached - Similar'.

9. 思齐Spread与Facebook完美结合

Spread & Facebook Were Married

- Use Reasonable FanClub to capture your Facebook fans' email addresses, and converter your fans into paying customers
- 利用思齐FanClub获取Facebook专页粉丝的邮箱地址, 并他们转化为付费客户



想查看详细步骤，请点击这里 

9. 思齐认证项目

Reasonable Certification Program

- Certified members average a 27% lift in overall inbox delivery rates--some see over a 40% lift!
- 认证会员的收件箱到达率平均可提高 27%，有些甚至高达40%!
- Advantages优势:
 - Largest & Broadest Coverage Ever: 全球最大的白名单覆盖
 - Improved Delivery to Hotmail, Yahoo!, Comcast & Many More Worldwide
 - 提升发送至Hotmail, Yahoo!, Comcast等全球更多邮箱的传送能力
 - Unblocked Images:图片自动打开
 - Active Links:链接正常打开
 - Bypass ISP Spam Filters: 越过ISP垃圾邮件过滤器
 - Bypass Content Filters:内容不受限制
 - Professional Assistance:专业的客户支持
 - Ultra High Delivery with Lower CPM (cost per thousand messages) Rates:高到达率，低CPM率

10.可监控的营销费用

按发送的电邮数量付费（平台服务费用：3000元）

- ¥2,500 : 62,500 封邮件 - 约¥0.04/封
- ¥5,000 : 166,667 封邮件 - ¥0.03/封
- ¥10,000 : 500,000 封邮件 - 约¥0.02/封
- ¥20,000 : 1,333,333 封邮件 - ¥0.012/封
- ¥30,000 : 2,500,000 封邮件 - ¥0.01/封

<http://zh-cn.ReasonableSpread.com>

Thank You! 谢谢!



如果有任何疑问, 请随时与我联系:

谢志镔 (Neo)

电话: 0755-25561645

手机: 1359 0222 379

QQ: 2218592773

Email Address: ntse@reasonables.com

更多详情, 请联系我们:

电话: 400-088-0638

传真: 0755-25561645

地址: 深圳市罗湖区和平路金田大厦809室

我们可在您方便的时候为您安排现场演示。