e-shot™

Service Definition
For G-Cloud 13

DIGITAL COMMUNICATION MADE SIMPLE

Contents

Increase engagement, reduce complexity

e-shot™ is the simple and secure communication platform trusted by the public sector to deliver highly effective email and SMS campaigns.

With official advice needing to change on an almost daily basis, it has never been more important for public sector organisations to communicate at scale quickly, securely and accurately.

You need a platform that helps you focus on messaging instead of the technicalities of delivering it. That's why e-shot gives you:

A simple solution

Designing effective emails is easy with e-shot. Police officers and public servants with no prior marketing experience use it just as confidently as communications professionals.

Security and protection

Our commitment to information security is reflected in strict policies, and robust application of processes and standards such as ISO 27001:2013 and Cyber Essentials +

Superb support

We provide software AND a service – our customer success team are always on hand to help and to help quickly. Our current response time is under 2 minutes.

"e-shot has helped take our direct corporate communication with residents to the next level, with a class-leading product which will lead to increased engagement. Their willingness to work with us establishing the new platform from the off has been invaluable."

Andy Allsopp, Head of Profession for Communications and Marketing Essex County Council

PLAY VIDEO

Deliver contact-centric communications

Improve engagement by automating campaigns and intelligently segmenting your audience.

Track and report on campaign interactions

Understand how individual campaigns perform and examine trends over the longer term to measure audience engagement.

High impact communications

Create fully responsive designs to engage contacts without the need for technical skills.

Tailor messages based on data-driven variables

Each message can be personalised based on a variety of data points to improve engagement and deliver individually relevant information.

Ensure compliant contact data processing

Granular consent for each contact is automatically recorded and updated, safeguarding against emails being sent in error. Every message provides contacts with the ability to review and modify their consent and can be made fully accessible.

Manage multiple brands or departments through one interface

Our sub-accounts introduce ethical walls in your database, enabling different departments to use e-shot to their specific needs.

Integrate with other key systems

Create a single customer view by enriching other systems with digital interaction data and custom contact information.

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e-shot for central government

e-shot gives you e-shot gives you a powerful set of communication tools, but the technology is only half of the puzzle - our team have over 20 years' experience delivering services to the public sector and tailoring our solution to meet the needs of government communicators.

e-shot is simple and secure, but also versatile and customisable. Here are some of the common use cases of e-shot within central government organisations.

Citizen information and engagement

Central government departments can provide granular subscription options to the communities they serve ensuring they receive the newsletters and other updates most relevant to them. This also enables more sophisticated and targeted campaigns that leverage automation to raise awareness and improve engagement in public services and self-serve web-based facilities.

Professional audience engagement

Government departments and agencies distribute regulatory information, advice and industry news to professional audiences at scale and on an automated and targeted basis.

Internal communications

All forms of public sector organisations trust e-shot to distribute vital information internally. This ranges from chief executive newsletters to employee onboarding. It provides a consistent and reliable way for departments to share information at scale and monitor engagement.

Notifications and alerts (including emergency broadcast)

An increasing number of organisations are also using e-shot as part of disaster recovery planning. e-shot provides a secure, isolated communications platform in the event of a cybersecurity incident.

Exclusive benefits for G-Cloud customers

Organisations that procure e-shot via G-Cloud 13 can look forward to a range of additional benefits offered as added value to our regular solution and service. Benefits include:

Dedicated testing account

To help with onboarding and ongoing testing, training and quality assurance, we will provide a dedicated test account.

Official domain support

We support sending via **gov.uk, nhs.uk** and other official domains. Our deliverability team will work with your own IT and security resources to setup official subdomains for emails, landing pages, links and images.

We are a Nominet and a JISC registrar with over 20 years experience in DNS management.

Proactive DNS monitoring

We apply the latest cybersecurity techniques to all domains that we manage in line with NCSC guidance. We proactively monitor your domain reputation including DMARC monitoring and work with your IT team to ensure your organisation and your subscribers are protected from email-based threats.

Exclusive public sector IP range

As a G-Cloud customer, you will have the option to send your emails via either dedicated IP addresses or via our public sector IP range. This range is used exclusively by public sector customers including large central government senders and has an excellent ISP reputation for high volume sending.

Public sector email template library

Our in-house design team regularly create best practice, responsive and accessible email templates with themes and topics specific to public sector needs. These are all free to use and adapt, enabling non-skilled email creators to produce professional campaigns quickly and easily.

"The e-shot system is an excellent communication tool. It has enabled me to keep in contact and update local residents regularly, particularly during the recent pandemic. It is easy to use and customise whilst providing a host of information surrounding engagement levels."

Chris Grayling,
MP for Epsom & Ewell

Versions

We offer different versions of the e-shot platform. This is predominantly centred around whether you need functionality for conventional email marketing or marketing automation.

Key features	Ultimate	Auto	Email
Email campaigns	✔	✔	✔
SMS campaigns	✔	✔	✘
Marketing automation	✔	✔	✘
Deliverability tools	✔	✔	✘
Forms	✔	✔	✔
Landing pages	✔	✔	✔
Preference centre	✔	✔	✔
Website tracking	✔	✘	✘
REST API	✔	✔	✘
Accounts	✔	✘	✘

Product limits

Product limits	Ultimate	Auto	Email
Email Volume (Multiplied by contacts)	20x	12x	8x
Preferences	Unlimited	50	10
Saved filters	Unlimited	25	10
Active automations	100	25	1
Landing pages	100	25	1
Subaccounts	100	25	1
Users	Unlimited	Unlimited	25

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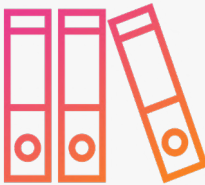
Features

e-shot has been purposely designed to be simple to use, but it is also a feature rich platform used by a variety of customers in a variety of ways.

From single send newsletter campaigns to sophisticated triggered or multi-channel automations the intuitive user interface will help you create and measure campaigns that meet your objectives.

We are continually developing new and improved features to ensure our platform embraces the latest best practices. We also offer our customers the opportunity to be part of this process through involvement in our 'Dev club' or beta testing new features.

Go to page

Email Campaigns

SMS Campaigns

Marketing Automation

Subscriptions

Contact Management

Personalisation

Deliverability

Analytics

Intergration

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Email campaigns

Digital engagement through email communication remains one of the most cost-effective ways of messaging at scale.

Creating and sending email campaigns is fast and intuitive and the platform offers a choice of methods to suit all levels of design skill. Emails are automatically made responsive and can be made highly accessible to individuals with additional sensory and/or cognitive requirements.

Preview and test functions

Check the design, links and personalisation of your emails and share for review easily.

e-shot auto and ultimate also include comprehensive flightchecking tools including previews on 40+ devices.

Image and link manager

Supporting tools to organise and edit images and links help to keep things organised and efficient.

Message cloning

Designs can be cloned to cut down on repetitive tasks and to enable simple amends to be made whilst preserving the original.

Campaign Management

Campaigns can then be quickly and easily set up to send in bulk or in batches. They can be sent immediately or scheduled for future dates and times.

Calendar

Plan campaigns and easily review if there are any communication clashes in your schedule.

Multi-variant (split) testing

Optimise campaign performance with flexible testing tools that enable you to try different subject lines, preview text, sending time and designs and combinations of the above.

Compliance

Automatic inclusion of legal information, unsubscribe links and message identity information ensures every email is compliant

SMS campaigns

SMS can dramatically boost your results and tends to outperform email response rates. When used well and on a targeted basis, it can be used to distribute urgent and important messages and to reach those who are not responsive to other communications.

Multichannel campaigns

SMS is natively integrated so you can configure SMS campaigns in much the same way you do emails and indeed, using automation tools, you can build campaigns that utilise both email and SMS together.

Privacy settings

You can choose whether or not to monitor links in SMS messages and opt out functionality automatically processes SMS unsubscribes separately from email unsubscribes.

Dedicated SMS numbers

Reassure contacts that they are consistently receiving messages from the same source.

Reporting and responses

Review activity at campaign or contact level and review all campaign responses in a single interface. You can also direct replies to an email address with details of the reply and contact information for more efficient follow up.
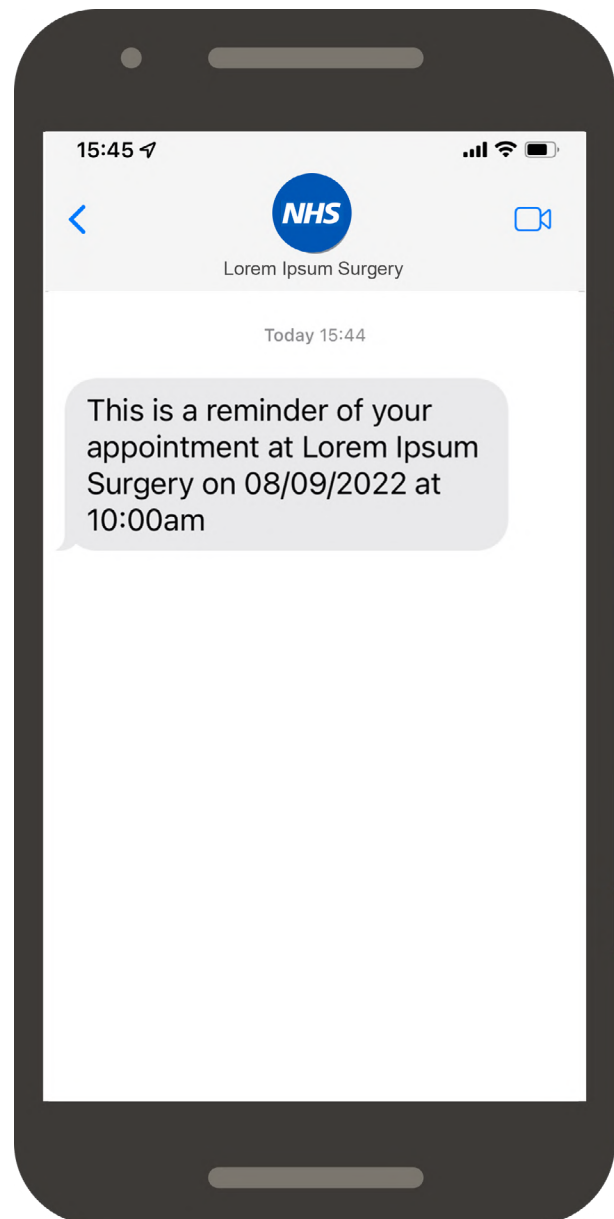
Marketing automation

Improve response rates and save time by automating email and SMS communication. A versatile set of automation tools cater for simple autoresponders through to sophisticated nurture campaigns that take contacts through different sequences depending on data variables and tracked interactions.

Automated Series

Create an automated sequence of emails, actions, delays and conditions for a group of contacts. Create targeted campaigns that run to triggers and schedules as defined

Recurrent Campaign

Set up a repeating, scheduled campaign to send at a frequency of your choice, such as every week, month or a particular time of day.

Date Driven Campaign

Remind your contacts to renew, purchase or do something on a certain date or even just wish them happy birthday.
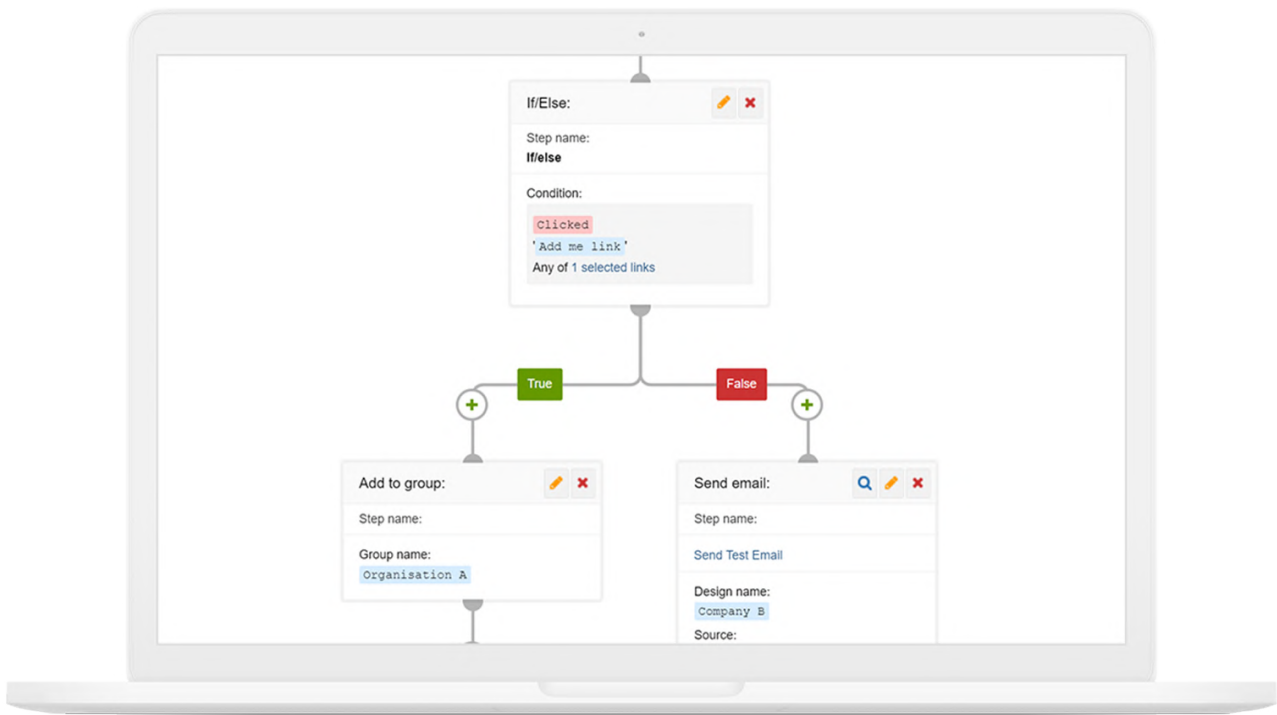
Subscriptions

Manage subscriptions to multiple topics and brands and provide compliant double opt-in processes to ensure data quality. Self-service tools enable subscribers to exercise their data protection rights by reviewing, rectifying and of course, objecting to the processing of their data.

Forms

Our simple form builder enables you to create sign up forms and other data capture devices. All forms are automatically formatted to best practices from a responsive design and accessibility perspective. Protect your data integrity by enforcing a double opt in process and engage with new subscribers automatically by triggering welcome emails and pages.

Landing pages

Our forms can be embedded on websites, but they can also be hosted on dedicated landing pages within the e-shot platform. Landing pages can also be created to host other content that you do not want to publish on your website.

Preference centre

Once contacts have been added to your database, you can then provide access to data subjects via our preference centre – revealing the data and subscriptions you hold for them and providing them with the ability to opt out. Granular consent and subscription options help you to manage large numbers of subscription topics easily.

LOREM IPSUM COUNTY COUNCIL

Email address (required)

Emily.Anderson@e-shot.co

First name

Last Name

Mobile

Choose what you want to hear about

+ **Healthcare**

+ **Schools & Learning**

☐ Apprenticeships

☑ Further Learning

☐ University Newsletter

Sign up

Global preference centre (Ultimate)

For a truly joined up operation, you can link preferences across sub-accounts [will need a sub-account link] to provide contacts with a joined up view of their data and their subscriptions across your organisation. This function is perfect for councils who wish to present their subscribers with a single view across disciplines such as education, transport and recycling.

Protected Unsubscribe

When a contact unsubscribes from emails or SMS, a permanent record is created, preventing you from accidentally emailing them again unless they resubscribe, even if their record was deleted in the interim.

Data Protection audit

The origin of each subscriber is automatically recorded and subsequent changes to subscriptions are also logged to provide a robust audit trail of all contacts. accessibility standards. We can also apply the GOV.UK Design System to forms and preference centres.

"Email is an essential communication channel. We,ve seen increased email engagement throughout the pandemic, and this looks set to be a trend that is here to stay. Having a specialist like e-shot share their wealth of experience adds expert knowledge that can help us keep ahead in the ways we serve our residents and raise the standards in our sector"

Alix Macfarlane, Head of Communications & Engagement

West Sussex County Council

Contact management & segmentation

Import, organise and control your data in our CRM
for better targeting and contact profiling.

Groups and filters

Build and segment audiences with
compound queries that can be used
for automations and analysis.

Engagement scoring

Quickly identify if contacts are consistently
engaged with your communications
or if they are slipping away.

Custom fields

Create relevant data points that can
be used for form data capture or sync
with integrated tools and then used for
segmentation and dynamic content.

Search and filtering

Tools help you to find contacts
based on multiple criteria.

Activity log

Every campaign and interaction is logged
at a contact level to provide a robust
audit trail including date and source of
their original subscription or import.

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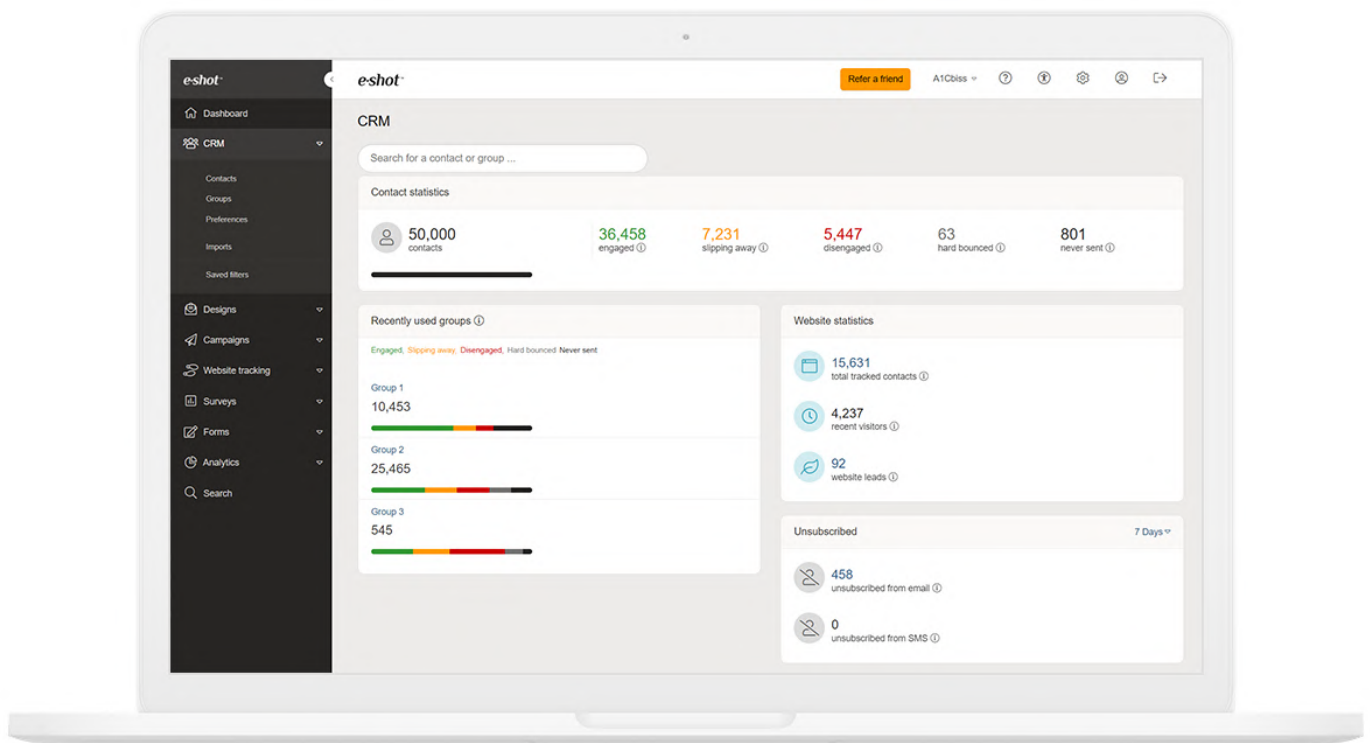
Dynamic content and personalisation

Email and SMS can be personalised using any
information held against your contact records.

Dynamic sender

The from name can be set to make emails appear from specific
contacts or departments within your organisation and replies
can also be directed to the relevant email address for each
contact. This enables central teams to easily handover to other
departments for campaign follow up and responding to queries.

Fallbacks

Ensure that missing data does not lead to blank
values in email and SMS with generic fallbacks.

Advanced dynamic content

Within email designs, you can alter text, images and
links depending on data variables. This allows you to
tailor the message to suit different segments of your
audience such as by demographic variables.

Testing

Check how dynamic content will appear for test
contacts based on differences in their data.

Deliverability tools

Each e-shot customer has dedicated sending infrastructure which is continually monitored by our deliverability team.

Domains

You can use custom domains to ensure brand protection and consistency throughout all of your communications. This will help to protect your sending reputation and increase deliverability.

Authentication

We can fully manage DNS settings to ensure your emails comply with the various authentication protocols including SPF, DKIM and DMARC.

Deliverability Dashboard

The Deliverability Dashboard gives you a one-stop shop to monitor the health of your account. Here you can see an overview of your activity and reputation, and you will find any areas of possible concern highlighted so that they can be immediately addressed.

Email Forensics (auto/ultimate)

Every campaign and design is automatically checked to identify potential problems with language, links, cookies and an extensive range of technical checks so that any problems can be proactively addressed before you send a campaign.

Health Monitor

24/7/365 monitoring of loopback, blacklists, Gmail, Microsoft SNDS and all other ISPs. Automatic bounce management, unsubscribe and complaints management tools and daily reputation scoring help to minimise technical administration.

SPF	DKIM	DMARC	TLS
✓	✓	✓	✓

Engagement	Complaints	Unsubscribes
! 18 disengaged	✓ 0 0.00%	✓ 1 0.00%
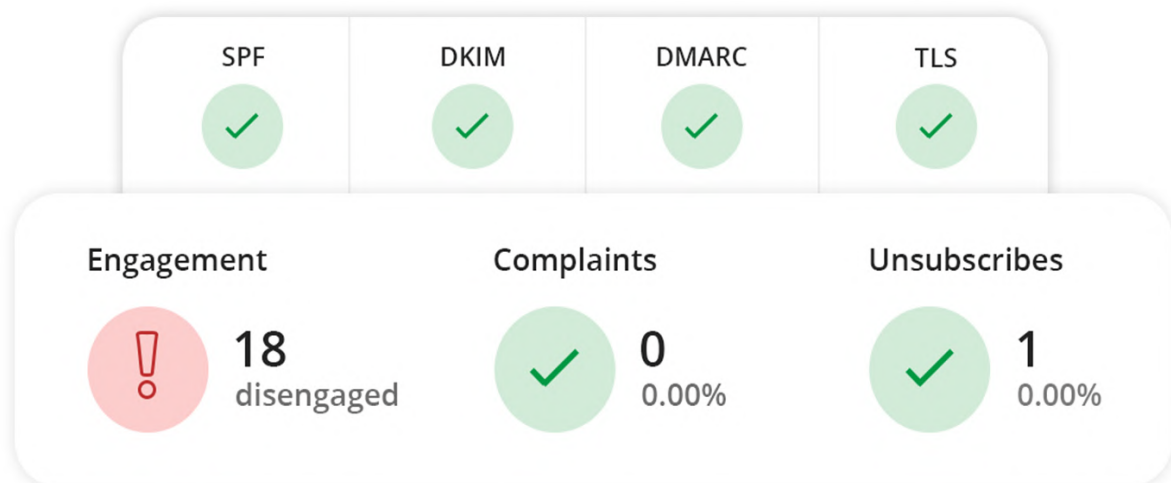
Campaign reporting and analytics

Understand how your audience engage with your campaigns and interact with your content using our comprehensive analytics suite.

Campaign analytics

Graphical presentation of opens, clicks, forwards, unsubscribes and bounces of every email campaign you send. Delve in a little further, and you'll discover multiple clickers, interaction timeframes and device usage analysis.

Engagement analytics

Interactions with emails, SMS, forms and links can be tracked and reported on at contact or company level Campaign Report and the individual Activity Log of each contact. You can then get a measure of how engaged your audiences are in each campaign or generally across all communications.
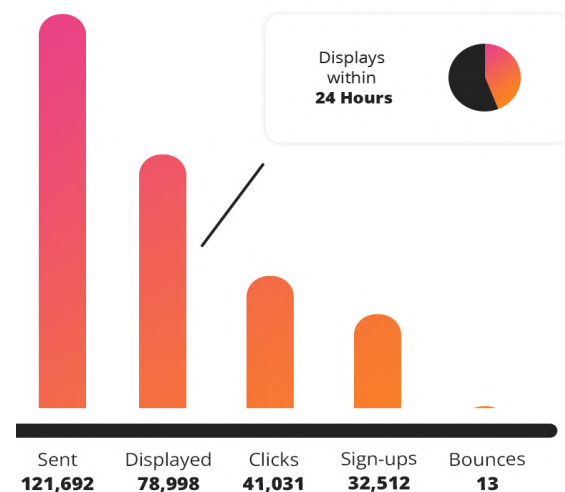
Click overlay report

Understand which links performed best and where your recipients are engaging with your campaigns.

Exports

With versatile control over access permissions, data and reporting can be easily exported in a range of formats. The main campaign analytics can be presented in a PDF to enable reporting to stakeholders who do not have direct access to the platform. Excel versions of standard and custom reports are also downloadable. Some reports can be anonymised to help safeguard personal data associated with contact records. Data can also be synced with a variety of third party analysis tools.

Website tracking

Extend the capabilities of our email and SMS tracking to your website to understand how your subscribers interact with your website. This part of our solution is most suited to those with a commercial requirement, but it is also useful for behavioural analytics.

Displays within **24 Hours**

Sent	Displayed	Clicks	Sign-ups	Bounces
121,692	**78,998**	**41,031**	**32,512**	**13**

Custom reports

Build and save custom reports that can be configured with all the power of a SQL query from within our user interface. Saved custom reports can then be run with a single click and shared throughout your organisation.

Open API & Integration

The best performing digital campaigns rely on up to date data from across your organisation.

Open API

Our versatile API can be used to provide integration to other applications for a variety of use cases. API access tokens can be IP restricted for added security. Full documentation and API testing tools are available on request.

Analytics

All links can include tracking data that can be read by third party tools such as Google Analytics. Activity can also be consumed into data warehousing and BI tools automatically.

Custom development

Our in-house team are highly experienced in creating bespoke integration methods and can work with legacy systems to deliver things like automated FTP imports as well as more modern methods.

Standard integrations

Apps such as Zapier and Wordpress can be integrated without the need for development resource.

Zapier easily established integrations with thousands of apps including things like Facebook or Slack that can be setup in minutes and without needing technical help.

There is also a library of fully-tested templates available to make it even easier for you.
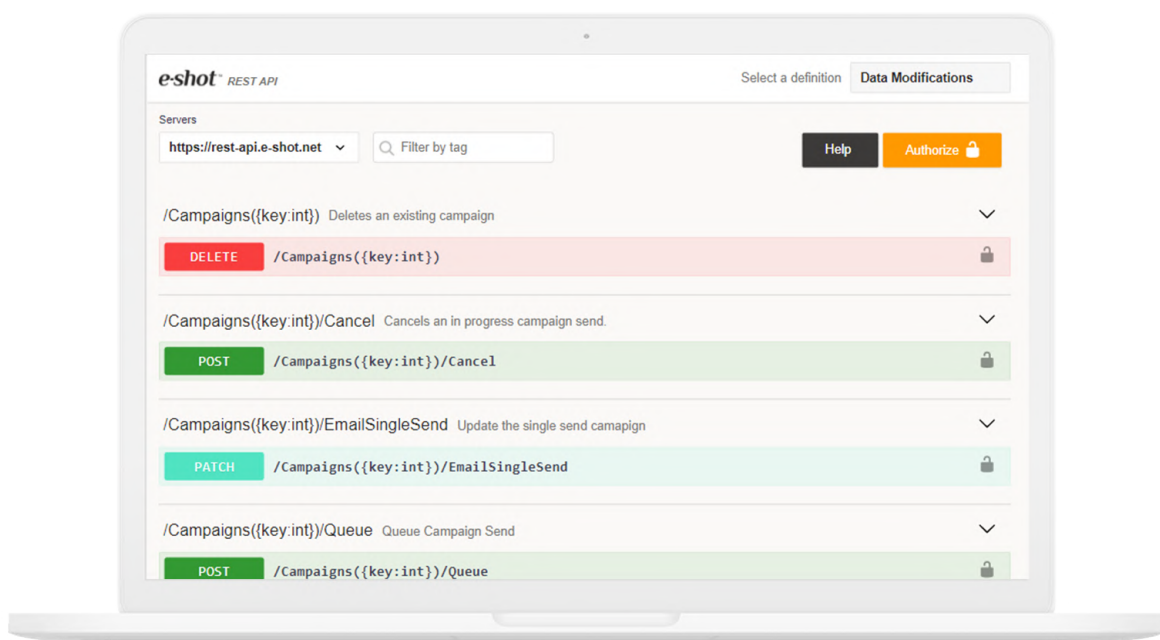
Customer success

e-shot gives you a powerful set of digital communication tools, but the technology is only part of the puzzle. We provide software AND a service and our Customer Success team are here to ensure you enjoy a great experience with the platform from day one.

Our team often engages with public sector customers in a pre-scoping capacity. We work consultatively to understand the scope of your requirements and provide insights to help you define what you need from a solution to deliver on your communications objectives.

Our G-Cloud pricing document sets out various onboarding services that represent a typical deployment for different use cases and different types of public sector organisation.

Our onboarding team will provide project management, consultancy, training and design work to get things set up to your specific requirements. Simple projects can be delivered in days. Projects for larger organisations typically last between 6-8 weeks depending on the requirements in areas such as integration and data migration.

As part of onboarding, we provide three levels of user training: Basic, Advanced and Administrator. New user training is available as needed throughout your contract with us, as part of your subscription. If there are specific areas of e-shot that you wish to arrange training for, we can also provide bespoke training sessions as well.

Our team are experts in digital communication and continually seek to add value. To support you ongoing, we provide best practice articles, workshops and webinars.

Support is included in your subscription, and you will find our team highly responsive. The Customer Success team will respond promptly via live chat, email and phone during standard support hours. Friday, 8:30am – 6:00pm (GMT).

Our current response times:

Monday - Median first response time (Jul - Dec 2021) was 57 seconds.

Median time to close (Jul - Dec 2021) was 1h 24m.

Out of office hours support is also available for critical issues. Our technical and security teams proactively monitor our systems 24/7. We do not outsource for quality assurance and security reasons.

Safe, secure, simple

e-shot is developed by Forfront. Forfront is a software development house and a privately owned SME. Since 1998, operating from the heart of Surrey, we have been working to deliver cutting-edge solutions to both public and private sector clients.

Forfront is a Crown Commercial Services supplier and is listed on the Digital Outcomes and Specialists (currently DOS4) framework. e-shot has been available on the G-Cloud framework since G-Cloud 8.

Forfront Ltd has been awarded ISO 27001:2013, the international standard for information security management systems (ISMS). Our ISO 27001:2013 certificate number is 207718/A/0001/UK/En

Forfront is certified for the Government-backed Cyber Essentials Plus and our operation is entirely UK-based.

Forfront is registered with the ICO on the Data protection register since 27th March 2003 - Registration number: Z7752995

Forfront is a member of the Data and Marketing Association and a holder of the DataSeal Accreditation.

Developed in conjunction with BSI, DataSeal is the only data security standard for data-owning and data-handling companies.

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Security & infrastructure

With criminals targeting the digital supply chain, you have to be confident that your suppliers are as serious about protecting your data as you are. We continually invest in the technology and resources to ensure the tightest security and privacy by design into our service and we've got the badges to prove it. We are ISO 27001:2013 and Cyber Essentials Plus accredited and follow the NCSC Cloud Security Principles.

Technical and operational security

e-shot uses multi-layered detection prevention and protection systems. Our specialist team works to ensure the confidentially and integrity of data stored in our systems through a number of processes, security by design and proactive monitoring.

Physical resilience and availability

The e-shot platform architecture offers high availability and redundancy as standard. Our hosting partners are fully compliant and certified in the provision of data centre services under ISO 27001:2013 and ISO 9001:2008. External and internal monitoring systems are deployed to alert the networking and support teams 24/7/365 to any issue on any of our systems. We monitor accessibility, network performance, security issues, blacklists, DNS integrity, etc from 5 different global locations.

Protection systems and methods

Core network is protected by Anti DDoS protection, SSL certification and encryption, WAF (Web Application Firewall), DNSSEC and other cyber security measures.

Staff and support

All staff dealing with the platform and customer data have been screened to the Baseline Personnel Security Standard required for government work. We do not outsource for quality assurance and security reasons.

Physical access is limited to key staff. Internal network access is conditional and limited to specific access needs.

Emergency support is available 24/7/365.

Detailed security information is available on request.

Tried, tested and trusted

e-shot was originally developed to help the medical profession and was the first platform used to securely transfer medical guidelines to multiple recipients for the National Institute for Clinical Excellence back in 2002.

Since then, we have been helping many different public and private sector organisations to send digital communications and continue to support them today in doing so.

Professional Services

Our highly experienced team can help you implement best practice campaigns and build custom templates and reports and support you with work on more technical projects and bespoke integrations. All work is fully scoped and costed in advance so you know exactly what you're getting and investing.

Services include:

Bespoke Training

Basic training is always included in the subscription price for an unlimited number of users. But if you are looking for something more specific, our training team can provide detailed training sessions on all key features or use cases along with best practice and bespoke requirements. Bespoke sessions are planned in consultation with you and conducted remotely with follow up materials and recordings provided where possible.

Project Management

Our project management team can help to plan and implement custom requirements and changes to your e-shot account. This typically includes projects such as bespoke integration, advanced automations and configuration of features such as forms and preference centres.

We also offer a GovDelivery Migration service for smooth transfer of subscribers.

Consultancy

Our consultancy team can provide guidance and hands-on help with a range of challenges such as engagement, deliverability, automation and data quality.

Custom Development

Our development team are experts in our own solution and have extensive experience with other systems and technologies. Our developers are all in-house and UK-based, we do not outsource for quality and security reasons.

Thank you!

We would welcome the opportunity to discuss your needs and can help with pre-scoping your requirements including strategic and technical consultancy.
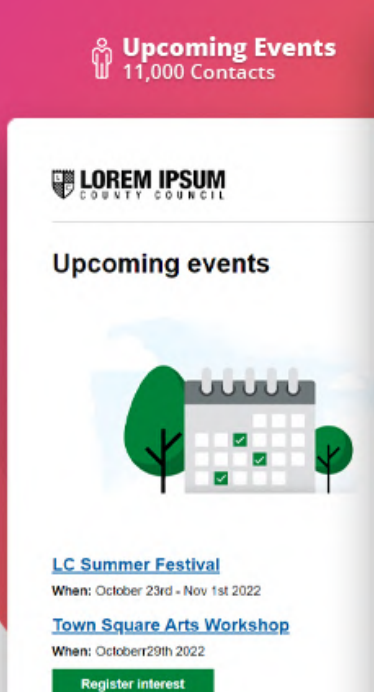
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