



Mail Metrics

Platform-as-a-Service

Service Definition

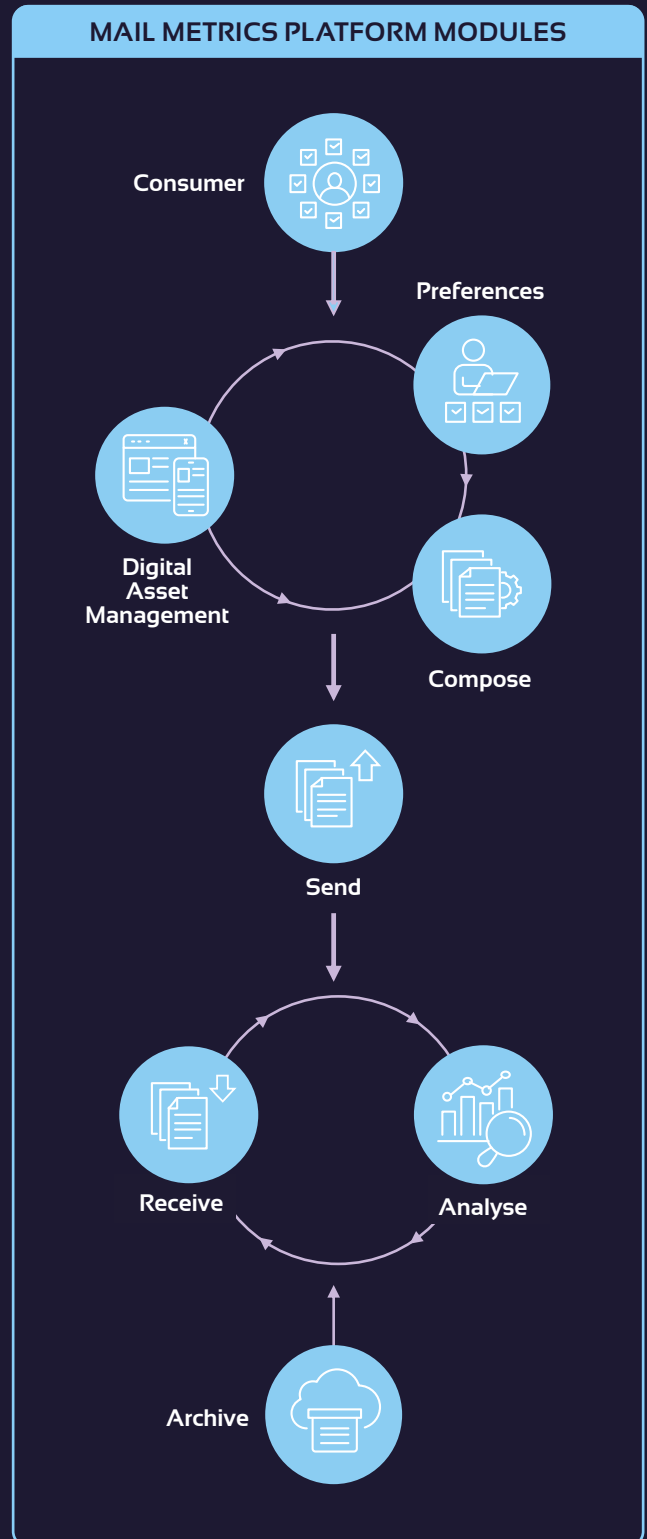


Transform your customer communications

Create, approve, and send mission-critical correspondence across multiple channels within a single, centralised platform. Improve response rates and drive engagement through carefully orchestrated customer journeys.

Access the Mail Metrics platform to create, edit, organise, approve, and send customer communications rapidly at scale for executing outbound messaging. Utilise the archive and receive functionality for capturing customer responses for inbound communications.

Manage the customer life-cycle end-to-end utilising all available modules or carefully select independent components to access specific functionality. The platform's modular based approach ensures that clients can select the features that best serves their customer communication requirements.



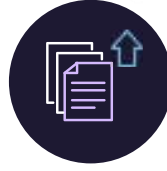


Modules in detail



Consumer: Seamlessly Connect Your Data

Ingest and integrate your data into one powerful processing platform. No more data silos – just streamlined processing.



Send: Reach Every Customer, Everywhere

Deploy communications across multiple channels – from email and SMS to print and post. One platform providing unlimited reach and maximum impact.



Preferences: Deliver the Right Message, Every Time

Maximise engagement with intelligent contact preference management. Ensure every customer receives communications through their preferred channel, boosting satisfaction and response rates.



Archive: Never Lose Track of Important Communications

Access comprehensive document retrieval and long-term storage capabilities. Meet compliance requirements while keeping your communication history at your fingertips.



Digital Asset Management: Your Content, Perfectly Organised

Centralise all your marketing materials and literature in one secure repository. Access what you need instantly and ensure brand consistency across every customer touchpoint.



Receive: Streamline Inbound Communications Processing

Scan, capture, and process incoming communications automatically or through our secure online portal. Turn manual processes into organised digital workflows that save time and reduce errors.



Composer: Create Communications That Convert

Design, edit, and approve customer communications with our intuitive content creation tools. Manage all your document templates in one place and speed up your approval process.



Analyse: Make Data-Driven Decisions

Gain complete visibility into your communication performance with powerful dashboards and reporting tools. Track every interaction, measure ROI, and optimise your strategy with detailed audit trails.



Benefits

Integrated – Data Access

Ingest your customer data across multiple formats into a powerful platform for streamlined processing.

Efficiency – Drive Channel Preference

Maximise engagement ensuring you send the right message, via the right channel, at the right time.

Customisation – Tailor Your Content

Centralise all content in one secure repository, allowing communications to be carefully customised.

Compliance – Monitor Version Control

Ensure adherence to brand guidelines and regulatory compliance through centralised version control and collaborative approval cycles.

Agility – Deploy Communications Faster

Send customer communications rapidly at scale across multiple different channels. Convert physical communications to digital to drive cost-savings and accelerate delivery.

Reliability – Maintain Service Uptime

Operate in line with a 99.5% service uptime SLA, ensuring communications can be retrieved quickly and easily at any time by anyone.

Streamlined – Capture Responses

Scan, capture, and process customer responses to digital workflows that save time and reduce errors.

Visibility – Enhanced Reporting

Use powerful dashboards and reporting metrics to measure ROI and track communication success rates using self-serve tools.



Features	Description	Available
Consumer Seamlessly Connect Your Data		
File Transfer		
File Transfer	Transfer files via SFTP upload	✓
File Ingestion	Ingest multiple data formats, including AFP, CSV, PostScript, and PCL	✓
Preferences Deliver the Right Message, Every Time		
Preference Management		
Preference Storage	Manage customer communication preferences centrally in a single location	✓
Preference Capture	Capture real-time customer preferences from CRM tools using a daily file	✓
Digital Asset Management (DAM) Your Content, Perfectly Organised		
Asset Storage		
Asset Storage	Manage all of your templates and versions centrally in a single location	✓
Version Control and Approval Process		
Version Control	Make changes to assets and approve for live to manage version control	✓
Document Control	Maintain audit trail in real-time for all assets	
Regulatory Compliance	Ensure all mandatory non-personalised components of a pack (e.g. Policy Document) are included	✓
Stock Management		
Inventory Control	Use automated alerts to control when physical items need replenishing when they move below minimum order levels	✓
Stock Replenishment	Replenish stock levels to ensure sufficient levels are maintained within the inventory	✓
Composer Create Communications That Convert		
Create and Edit		
PDF Templates	Upload PDF Templates for physical delivery	✓
HTML E-mail Authoring	Create HTML E-mail Templates for delivery via e-mail	✓
SMS Templates	Create SMS Templates for delivery via SMS	✓
Image Upload	Upload, review, approve, and comment on images	✓
DAM Integration	Add items from the DAM for inclusion within each pack	✓
Approve		
Approval Workflow	Check and proof proposed content before it's published to live	✓



Features	Description	Available
Composer Create Communications That Convert		
Versions		
Version Control	Display details of when new versions are created	✓
PDF Download / Delete	Download / delete PDF copies of documents	✓
Notifications		
Notifications and Alerting	Use notifications and alerts to support with document creation and approval cycles	✓

Features		Description	E-MAIL	Channel SMS	POST
Send Reach Every Customer, Everywhere					
Channels					
E-mail	Send communications digitally using e-mail		✓		
SMS	Send communications digitally via SMS			✓	
Print and Post	Print documents for physical delivery in the post				✓
Configuration					
Data Capture	Capture clients’ data from receipt of file via SFTP		✓	✓	✓
Campaign Channel	Select the delivery channel (e.g. e-mail / SMS / Post)		✓	✓	✓
Message Sending Days (e.g. Monday - Friday)	Control which days records are sent		✓	✓	
Message Sending Rate (e.g. 6k per hour only)	Control how many records can be delivered an hour to help with Call Centre traffic		✓	✓	
Document Attachment	Create an e-mail with an attachment		✓		
Ingestion					
Dispatch Request	Ingest the campaign request into the platform for processing		✓	✓	✓
Template Validation	Create the mandatory fields & variable data placeholders		✓	✓	
Record Validation	Validate that the record structure is correct		✓	✓	
Validation Monitoring	Alert monitoring to identify any record failures		✓	✓	
Validation Success	Data validated and stored for despatch		✓	✓	
Future Release	Process the campaign as per the future despatch date indicated		✓	✓	
Processing					
E-mail Processing	Initial e-mail address validation		✓		
SMS Processing	Initial SMS number formatting validation			✓	
Campaign Configuration	Enforce sending days / times rules		✓	✓	



Features	Description	Channel		
		E-MAIL	SMS	POST
Send Reach Every Customer, Everywhere				
Sending				
Message Details	View campaign information	✓	✓	
E-mail Prebouncing	Ensure any invalid e-mail records flipped to paper	✓		
Email Message Body	Select the HTML provided, or the stored campaign template in the database	✓		
Variable Data Populator	Populate the variable fields within the e-mail template	✓		
API & Webhook Calls	API call to supplier to initiate e-mail delivery	✓		
E-mail Record Despatch / Failed Status	Capture e-mail record despatched / failed status within the database	✓		
SMS Sending	API and Webhook calls to channel delivery partner to initiate SMS delivery		✓	
SMS Record Despatch / Failed Status	Capture SMS record despatched / failed status within the database		✓	
Webhook Event Handling				
Webhook Events Capture	Capture webhook events from delivery partners via API, such as delivered, opened, clicked, and bounced	✓	✓	
Processing Delivery Failures	Ensure any records that fail to deliver or bounce are subsequently flipped to paper	✓	✓	
Maintenance				
Retention / Deletion Periods	Delete expired documents in accordance with the Retention Period configured for each campaign	✓	✓	
Reporting				
MI Reporting	Access standard product level reports (e.g. e-mail opened / pack despatched) by record / file	✓	✓	✓
Digital Delivery Tracking	Track reporting metrics such as delivered, opened, clicked, bounced, and blocked status	✓	✓	



Features	Description	Available
Archive Never Lose Track of Important Communications		
Maintenance		
Age Based Retention	Configure retention period on a document type basis from the creation date	✓
Audit Trails		
Audit Trail Logging	Audit logging to ensure documents can be tracked from entry through to deletion	✓
Receive Streamline Inbound Communications Processing		
Document Capture and Ingestion		
Document Capture	Capture documents from email, portals, apps, scanners, fax, and API integrations with automatic routing to appropriate processing workflows	✓
Batch Processing	Manage high-volume batch operations to meet varying business requirements and SLA demands	✓
Data Extraction and Recognition		
Advanced OCR & ICR	Extract text, handwriting, and structured data from scanned documents, images, and PDFs	✓
Data Capture	Locate and extract data fields such as dates, amounts, names, and addresses using rules and custom field definitions	✓
Validation and Quality Control		
Workflow Validation	Apply custom validation rules and business logic to ensure extracted data meets quality standards and compliance requirements	✓
Data Enrichment	Extract data with external database lookups and cross-referencing to improve accuracy and completeness	✓
Audit Trails		
Audit Trail Logging	Use audit logs to ensure documents can be tracked from entry to transfer	✓
Maintenance		
Retention/Deletion Periods	Retain and delete data in accordance with defined periods	✓



Features	Description	Available
Analyse Make Data-Driven Decisions		
Data Insights		
Self-serve Insights	Access campaign insights and reporting metrics	✓
Real-time Insights	Discover real-time insights and analytics	✓
File Tracking	Track the reporting metrics for each data file submitted using reports	
Item Level Tracking	Analyse progress and statuses at item level	✓
Other PaaS Information		
Users		
User Management	Configure user access and permissions	✓
User Access	Permission based access control using standard credentials (username & password) or Single Sign-on (SSO)	✓
User Creation	Create an unlimited amount of users	✓
Storage		
Storage	Access an unlimited amount of storage space	✓
Retention		
Retention Period	Configure customer retention periods	✓
Integration		
API Integration	Access to unlimited API calls	✓
Third-party Integration	Integrate with third-party tools and platforms	✓
Monitoring and Alerting		
Monitoring	Monitoring and alerting to track status and actions required	✓
Development and Testing		
Sandbox Environment	Sandbox mode for development, testing, and experimentation	✓

Find out **more...**

Talk with our friendly team to learn more about the options that are available to you and discover what your implementation process could look like.

E: hello@mailmetrics.com

W: MailMetrics.com



Mail Metrics helps organisations manage regulated, critical customer communications via one platform, unifying digital and print. The Mail Metrics platform provides teams with real-time analysis for total control, and customers with the communication experiences they expect. As a trusted partner, Mail Metrics consults with clients to deliver tailored insight, enabling organisations to maximise the effectiveness of their communications. A suite of certifications across our sites provides robust evidence of Mail Metrics' dedication to operational compliance and integrity.