If the client wants to send an
Email campaign!

Q: What should you know?

A: Convince the client that, using SMS campaigns offers a more professional touch, with a guaranteed 100% direct delivery to phones, avoiding spam filters. Additionally, the segmented database ensures a targeted approach, a feature lacking in email campaigns. This combination of directness and precision makes SMS a more efficient and professional communication tool compared to email.

If the client insists to send an email campaign
then you have to know this information and should inform your clients about:

Email Shot:
whatever the quantity of the email, it is sent as one bulk, where we can't segment it:
(Example: if 1 shot = 500,000 emails or 1 million it sent as one shot).

Email Data:
it includes business/corporate and personal emails only but it
is not categorized or targeted and it's updated monthly.

Email Time:
it needs 24 to 48 hours to be totally sent it depends
on the quantity of the emails.

Email Format:
Text, image, pdf or html Email size: maximum size is
250 KB(be careful to be high resolution)

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Email Report:
- If it is our database, the report includes only the following (total sent, error, pending)
- If it is our client database, the report includes the following (total sent, error, pending, clicks, bounced, unsubscribed email)
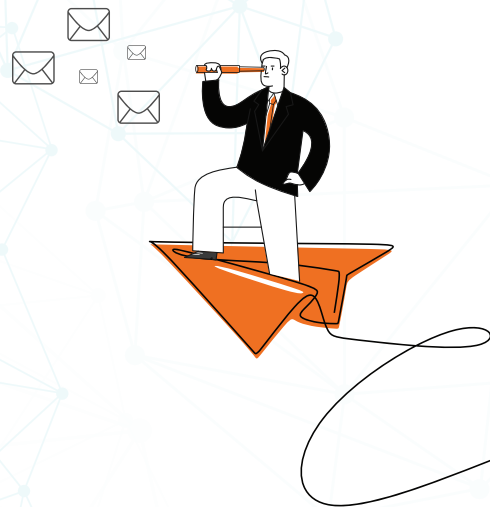
Email Feedback:
The success of the email campaign does not match that of the SMS campaign.
To improve results, they need to increase the frequency of email shots, starting from one per week. Additionally, the effectiveness of the email campaign varies depending on the business field.

Kindly Note:
The delivery of emails to the inbox cannot be guaranteed due to numerous factors that may classify the email as spam or junk, such as:

1. Using these keywords in subject: Hot offers, special offers, %, numbers....
2. Using a lot of hyperlinks in the body of emails.
3. Using images more than text
4. The recipient email might have high security.

Q: How do you proceed?

A: Coordinate with your clients & the sending team

1. You have to make sure the file that your client received is working/opening well.
2. Sending team will send the test to get the approval from your side.
3. The process will take 24 to 48 hours to be sent but you can't ask a specific hour just you can specify the date of sending only.
4. Report as SMS report, it also takes 24 to 48 hours to be received and this is what you have to inform your client about.

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Q: in which countries do we have emails?

A: We have emails all **over the world.**

Country	Emails
ALGERIE	450,000
BAHRAIN	97,000
TUNIS	340,000
MOROCCO	640,000
LYBIA	462,000
EGYPT	4,750,000
IRAQ	460,000
JORDAN	430,000
KSA	2,670,000
KUWAIT	250,000
LEBANON	500,000
OMAN	562,000
QATAR	395,000
SYRIA	188,000
UAE	3,510,000
Russia	8,560,000
Europe	12,500,000

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