

Integrated email branding and marketing solution

Enhance everyday email to support marketing activity without adding IT cost and complexity.

Imagine if the thousands of business emails generated every day by your staff could be used to maximize the impact of your marketing programs. Mimecast's fully integrated email marketing and branding solution offers just that. Simple and rapid creation of email stationery items and microsities, accurate targeting of marketing messages, and built-in reporting and analysis tools lets you deliver effective marketing messages through everyday email.

Mimecast Stationery is an integral part of the Mimecast Unified Email Management service. Secure, roles-based access offers marketing professionals direct access to these valuable features without compromising IT administrative privileges.

Key Benefits

- Increase the value of everyday email communication**
 Enhance your organization's business emails with attractive and targeted stationery to support your marketing activity.
- Effective targeting of marketing messages**
 Granular policy management lets you selectively apply stationery to specific users or groups over specified periods for effective targeting of messages.
- Avoid customer email overload**
 Mimecast can help manage the volume of email to your customers by discreetly including focussed marketing messages inside everyday business emails.
- Agility and flexibility to respond to market events**
 Direct access to microsite and email stationery design tools lets you respond rapidly to market events.
- Measure the effectiveness of marketing messages**
 User "clicks" on specific stationery components are recorded, giving you a view of the effectiveness of your marketing messages and images.
- Maximize returns on your investment in Mimecast**
 These integrated email marketing tools are part of the Mimecast service, so you can enhance everyday email with attractive stationery without any additional cost.

Mimecast is a leading provider of essential cloud services for Microsoft Exchange

Fast facts

- Fully integrated email stationery management solution
- Accurate targeting of marketing messages
- Microsite creation and publishing features
- Reporting and analysis tools to monitor program effectiveness
- Consistent email signature and legal notice enforcement



“A major incentive for us was the flexible stationery and branding that Mimecast allows. It lets us design multiple stationery setups and then rotate them according to season or certain events.” – *Marlene Warrington, IT manager, Engen*

Mimecast solution

Bespoke email stationery design

Mimecast enables you to create effective email stationery to support your marketing campaigns. Flexible design features let you use your own text, images and web links to build attractive stationery that communicates your marketing messages.

Microsite creation and publishing

Microsites can be linked to from your stationery, delivering additional information to recipients without making emails too cluttered. Hosted on the Mimecast infrastructure, your microsites can be created and published whenever you need them.

Predefined stationery templates

A comprehensive set of predefined stationery layout templates simplify the design process. These templates assist you in creating attractive and professional email stationery without the need for complex design work.

Click actions within emails

Active components within stationery layouts can be used to link recipients to further information. Email addresses of recipients clicking on these components can be logged to give you visibility of their interests. And the total number of clicks can also be recorded to measure the effectiveness of each stationery component.

Automated stationery assignment and exclusion

Flexible policies let you define which email messages a particular stationery item will be automatically applied to. Criteria include message content, email addresses, user groups and domains, as well as the dates that the stationery policy will be active.

Consistent email signature and disclaimer enforcement

Mimecast can ensure that email signatures and legal notices are applied appropriately to all employees' emails - using the correct company branding. Integration with Active Directory means that user details such as telephone numbers and job titles are automatically presented in a consistent and professional manner.

Stationery dashboard and reporting

Built in reporting lets you monitor the effectiveness of your stationery. Simple selection buttons let you view activity trends - today, yesterday and over the last week – and bespoke reports allow you to drill down into the detail of the activity relating to a particular item of stationery.

Mimecast Unified Email Management ensures you can seamlessly combine email security, continuity and archiving services at any time – all managed from the same interface.

Key benefits

- Increases the value of everyday email
- Effectively targets marketing messages
- Lets you respond quickly to market events
- Reporting delivers valuable customer insight
- Enforces consistent email signatures and legal notices
- Builds on your investment in Mimecast



About Mimecast

Mimecast is a leading provider of essential cloud services for Microsoft Exchange. Mimecast delivers enterprise email management services that include security, continuity and archiving. This suite of services provides total end-to-end control of business email, while minimizing risk and reducing both cost and complexity. Founded in 2003, Mimecast serves thousands of customers worldwide and has offices in Europe, North America and Africa.