



Company introduction



About Us



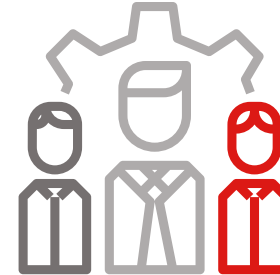
15 years

Founded in the Czech Republic, we have experience, know-how and satisfied customers from all over the world. We work directly with the largest mailbox providers around the world.



Our Strength

We run a premium multi-channel tool. The core is e-mail and SMS supplemented with other modern forms of communication.



Memberships

We are members of many industry organizations and associations that are actively pushing industry standards and security. We are the only certified provider in the Czech Republic and Slovakia with membership in the Certified Senders Alliance, Signal Spam and M3AAWG.



ISO certification

We hold ISO 9001 quality management certificate and ISO 27001 security information security management certificate.



A Czech Company



Helpdesk In CZ and EN

Contact our colleagues in case of any query.



Direct contact with the client

Take advantage of consultation / training / individual development opportunities.



Legislative support

We have perfect knowledge of legislation and legal obligations.



GDPR, CASL, CCPA

We know the privacy regulations in detail and offer individual consultations.



For who is

Mailkit recommended



- » B2C
- » B2B
- » e-commerce
- » Agencies
- » Banks
- » Corporates
- » State bodies
- » Charities
- » Small, Medium and Large Enterprises

It doesn't matter,
whether you need to send
tens of thousands, hundreds
of thousands
or millions of messages
a month.

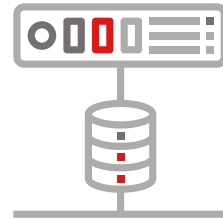


Our Own infrastructure



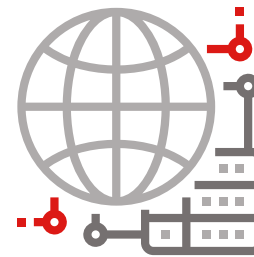
In house servers

We use only our own servers, not a “cloud” solution or rental of third-party equipment.



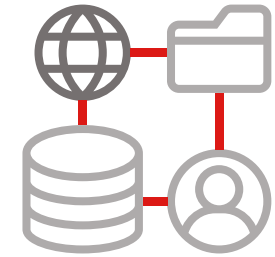
Our own IP Space

We have our own range of IP addresses within which we are able to guarantee reputation.



Data Centre

We have our servers in 3 geographically separated data centers to ensure maximum service availability.



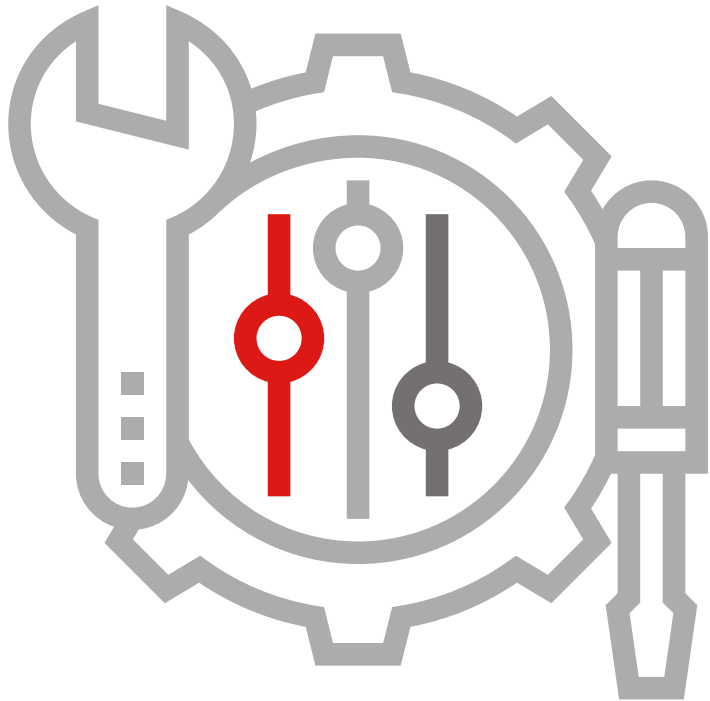
Own autonomous system

Servers and our IP addresses are in our own autonomous system, which is connected to the Internet in each data center by 4 independent circuits.



ADVANTAGES

linhouse infrastructure



Reputation under control

We have full control of our outstanding reputation and can deliver the highest quality service to our customers. At the same time, this enables us to establish close cooperation with Czech and foreign providers.

Data under control

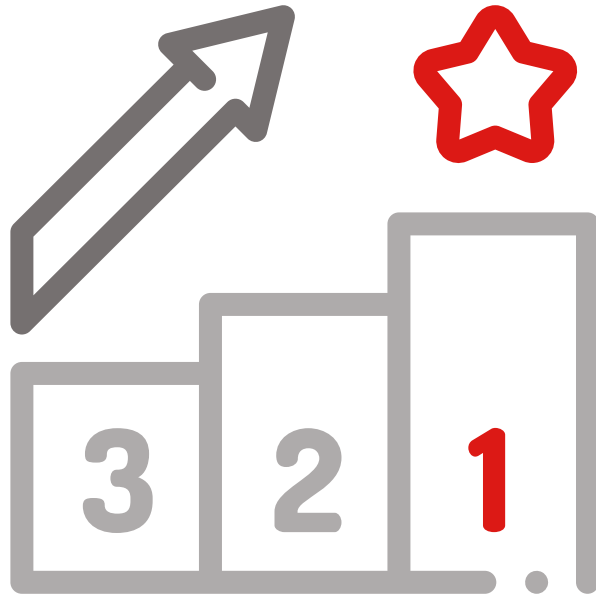
We know exactly when and what is happening. Therefore, we generate accurate and detailed reports for each campaign, delivery and every recipient in the database. If it is necessary to solve any complications, we can react promptly and resolve everything as soon as possible.

Data Security

We are the only processor of your data and we do not share it with anyone else, nor do we have any other sub-processors. That is why we can meet the strictest demands of our customers.



Why do achieve the best results?



Reputation

We carefully build and strictly guard our high reputation, which is crucial for maximum delivery.

Vetting

Thanks to the initial vetting of new customers we protect the existing ones and guarantee the highest quality of services that we deliver to all. If a potential customer does not pass vetting, Mailkit and its infrastructure cannot be used.

On-boarding

We set not only all the technical parameters necessary to ensure maximum deliverability, but also we check customer data, clean it, check history, etc.

Compliance

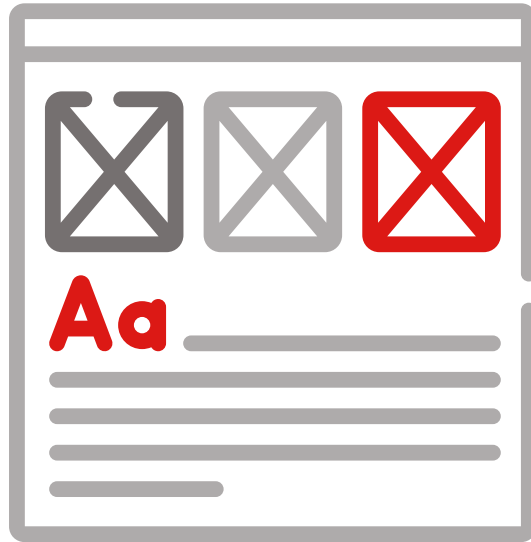
We help customers implement the necessary compliance processes in all countries (legal titles, recipients' consent, privacy, GDPR, etc.).

Infrastructure

The fact that we use our own infrastructure is a major advantage in terms of deliverability, compliance, security, as well as monitoring and the ability to address potential complications.



Key functionality of the platform



Smart templating and Drag & Drop

There is no limit for your creativity - whether you create complex campaigns requiring advanced logic using smart templates or simple newsletters using the D'n'D editor.

Hyper-personalize

Use the information you have about your recipients. Send them relevant content, customize email, build and maintain superior relationships with them to increase your chances of success.

Segmentation

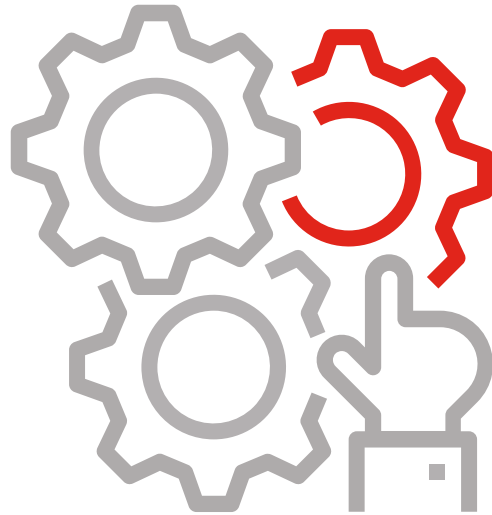
Use all your recipient data, whether it's gender, age, engagement, or shopping history, to target your campaigns. Good targeting combined with personalization leads to the best results.

Automation

Set processes to work by themselves. With smart templates, campaigns can be dynamically generated, personalized, and automatically sent to target segments. You simply review reports and results. This will save energy, time and money.



Key functionality of the platform



No limits

In Mailkit, you are not limited by the size of the database, the number of messages sent, the number of templates / campaigns / deliveries.

Deliverability

This is a key feature and we can guarantee our customers the maximum possible delivery of all types of messages thanks to our own infrastructure and reputation. Undelivered message have no effect for you and it is only a waste of your energy, time and especially money.

Reporting and engagement scoring

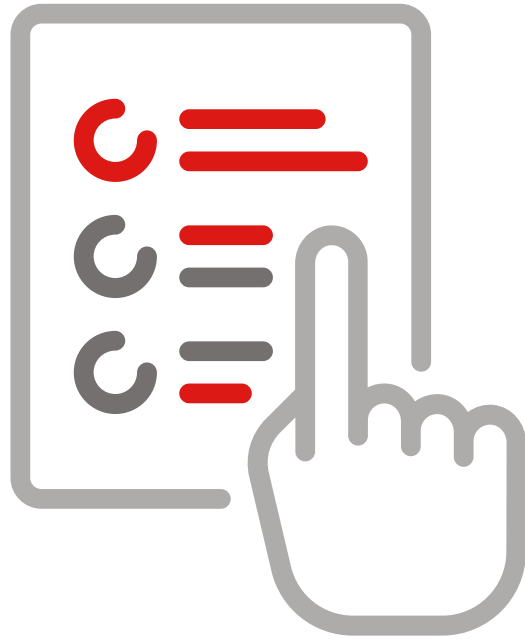
We present results based on real-time data and provide data access at the individual recipient level. Our unique algorithm monitors the behavior of each of your recipients on a long-term basis and generates an engagement score representing the recipient's relationship to your campaigns. This enables you to communicate more effectively with recipients.

Integration

Effective campaigns need up-to-date data, and easy and fast integration is important. Mailkit integrates with CRM systems and e-shops thanks to support for various data formats (XML, JSON, CSV). Where immediate data exchange is required, an API interface is available allowing complete access to both data and functions.



Account types



Syndicate

- » Full-featured account
- » Unlimited users
- » User-rights management

Agency

The same as Syndicate **but more**

- » Separate sub-accounts
- » White-label interface
- » Centralised billing

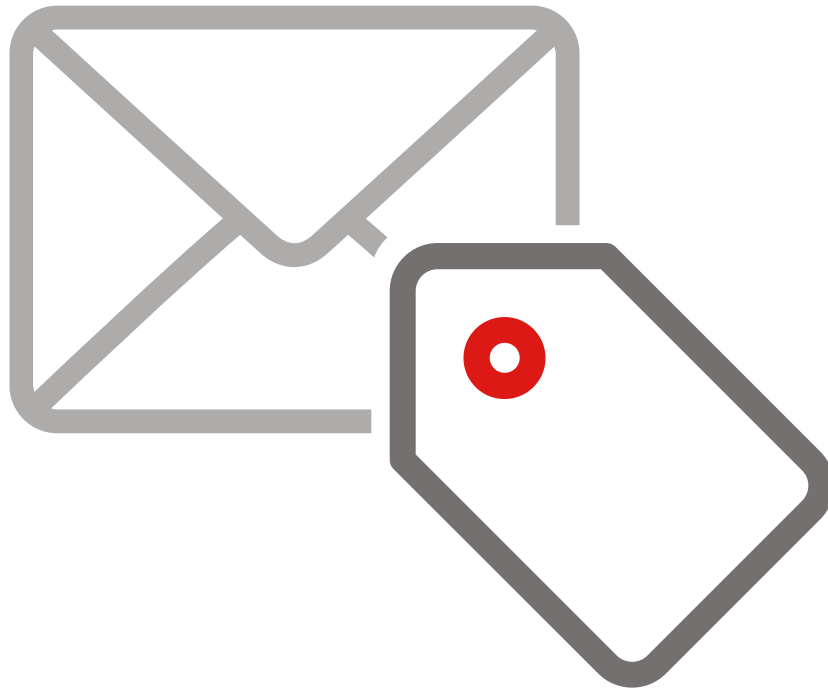
The Agency account is primarily suitable for agencies that can manage a larger number of clients in sub-accounts and give them access through an interface in their own design. However, it is also suitable for companies that operate in multiple markets, manage multiple e-shops or brands, etc.



Why Mailkit?



The Financials



ROI 42:1

- » Statistics show that the return on investment in email is 42: 1

Price/Performance

- » Still the best performing communication channel

Automation = save money

- » Emailing is a channel with extensive automation possibilities

Maximum Deliverability

- » Means meaningfully invested money (undelivered messages are just wasted money)

Effective communication = potential to increase ARPU

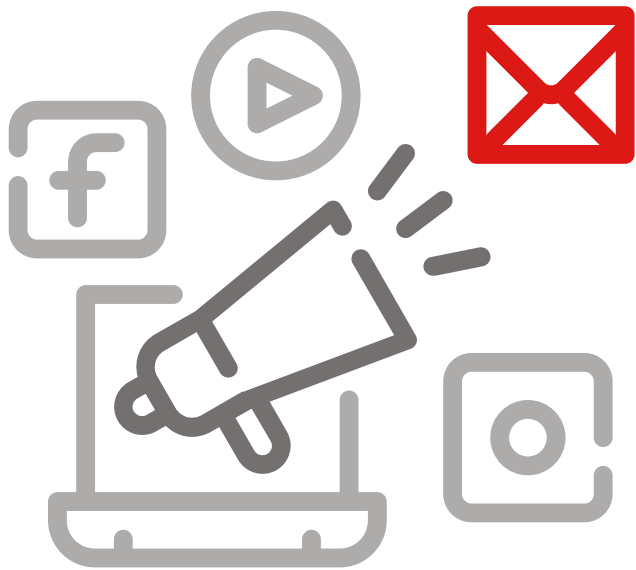
- » The results will come only when it is done well

Budgetary control

- » It is possible to efficiently plan costs without hidden expenses.



As seen by Marketing



Automation= save time

- » Save time means that you can work on core activities

Personalisation = relevant content

- » Tailored content has a higher efficiency

Segmentation = perfect client communication

- » Target the recipient only with what they are interested in

D'n'D and Smart templating

- » Every creative idea can be realised

Brand building, awareness, customer relationship

- » Every step is no just about selling, it is very important to communicate



As seen by Marketing



No limits

- » we don't say how big your database can be, what volumes you can send through us, etc..

Maximum Deliverability

- » we all know this is essential

Detailed reporting

- » Infinite data archives down to the recipient level

Engagement score

- » Our artificial intelligence tells you which recipients are reacting and have value

Helpdesk in CZ and EN

- » we are here to advise you at every step



As seen by IT



- » Our own infrastructure
- » Easy integration (API, data sources)
- » Separation of data and presentation
- » Email authentication implementation support (SPF, DKIM, DMARC)
- » Mailkit is ready to work with the most common data formats: XML, CSV, JSON, product feeds, etc.
- » Helpdesk available in English and Czech



Reference





CLOSING THE
CIRCLE BETWEEN
DELIVERABILITY
AND ENGAGEMENT