



PilotSend Feature Matrix	Basic	Standard	Professional
PilotSend Email Marketing Hosting Licence 1 Concurrent User (Basic) 3 Concurrent Users (Standard) 5 Concurrent Users (Professional)	✓	✓	✓
Hosting Hosting on UK servers, includes monitoring and data backup	✓	✓	✓
Support Email and telephone support	✓	✓	✓
Account Setup Licence instance set up, account logins (one off charge)	✓	✓	✓
Sending Domain IP Setup Includes assistance with DNS setup for deliverability (SPF record and Sender ID)	✓	✓	✓
Template Design and Build One Template design and build using Pilotbean design and development team	✓	✓	✓
Template Coding and Testing Coding and testing of the template (HTML & TEXT)	✓	✓	✓
Initial List Import This includes due diligence and de-duping of the data imported	✓	✓	✓
Maintenance Pilotbean Design and developer maintenance allowance (e.g. for additional design requirements or data mining, custom control development services as they arise)	2 hours	4 hours	8 hours
Email Addresses in the Database Up to the allowed number of unique addresses in the database	5,000	20,000	50,000
Emails per month Each email sent to a single recipient counts as 1 email. If email monthly allowance is exceeded then an over-charge will apply (CPM - cost per 1,000)	20,000	100,000	250,000
Reporting This includes successful send, opens, click-through tracking and bounce report overview	✓	✓	✓
Deliverability Assistance Quarterly Deliverability review to ensure your sending IP reputation is maintained		✓	✓
Profile Management Allocation of multiple lists for your account and Member Profile Management to administer those lists		✓	✓
Minimum Contract Period Period which you are required to commit to a hosting contract	12 months	6 months	3 months