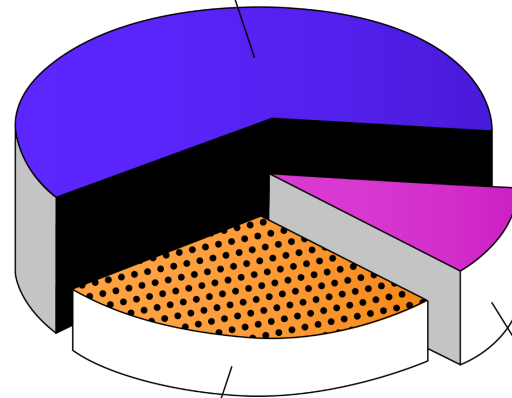**Parts of which the payment for our service consists**

Transactional emails sends +
Marketing campaigns send & receivers

Additional services

Plan: Basic/Pro/Advanced/Enterprise

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Transactional emails

$150/month	$250/month	$450/month	$850/month	$1,150/month	$1,450/month	$1,750/month	$3,300/month	Custom
300,000 emails/month*	500,000 emails/month	1,000,000 emails/month	2,000,000 emails/month	3,000,000 emails/month	4,000,000 emails/month	5,000,000 emails/month	10,000,000 emails/month	10,000,000+ emails/month
+$0.00050 /extra email	+$0.00050 /extra email	+$0.00045 /extra email	+$0.00043 /extra email	+$0.00039 /extra email	+$0.00036 /extra email	+$0.00035 /extra email	+$0.00033 /extra email	Custom pricing

Marketing campaigns

$150/month	$240/month	$400/month	$840/month	$1,340/month	$1,670/month	$2,000/month	$5,340/month	Custom
25,000 active contacts**	50,000 active contacts	100,000 active contacts	250,000 active contacts	500,000 active contacts	750,000 active contacts	1,000,000 active contacts	3,000,000 active contacts	3,000,000+ active contacts
125,000 emails/month	250,000 emails/month	500,000 emails/month	1,250,000 emails/month	2,500,000 emails/month	3,750,000 emails/month	5,000,000 emails/month	15,000,000 emails/month	15,000,000+ emails/month
+$0.0060 /extra email or contact	+$0.0048 /extra email or contact	+$0.0040 /extra email or contact	+$0.0034 /extra email or contact	+$0.0027 /extra email or contact	+$0.0022 /extra email or contact	+$0.0020 /extra email or contact	+$0.0018 /extra email or contact	Custom pricing

1 credit = 15$

*all API sends
**all unique receivers per month

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	Basic - 1500$ (include 80 credits)	Pro - 3000$ (include 140 credits)	Advanced - 6000$ (include 270 credits)	Enterprise Custom
Marketing				
Design	1 creative = 2 credits	1 creative = 2 credits	1 creative = 2 credits	Unlimited
Content	1 content = 2 credits	1 content = 2 credits	1 content = 2 credits	Unlimited
Adaptive layout	1 layout = 4 credits	1 layout = 4 credits	1 layout = 4 credits	Unlimited
Full template	1 template = 7 credits	1 template = 7 credits	1 template = 7 credits	Unlimited
Drag&Drop Builder	✔	✔	✔	✔
Send scheduling*	✔	✔	✔	✔
Content Personalization**	✔	✔	✔	✔
Funnels***	✔	✔	✔	✔
Split tests****	✔	✔	✔	✔

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* You can schedule your emails to send at a later time and day.

** You can customize subject lines and email content for each individual recipient using custom field data.

*** You can send automated campaigns or time-based drip series using triggers you already have in place.

**** You can test multiple subject lines and content variations within a single send and access analytics reports.

	Basic - 1500$ (include 80 credits)	Pro - 3000$ (include 140 credits)	Advanced - 6000$ (include 270 credits)	Enterprise Custom
Straightforward Integration				
API Docs	✔	✔	✔	✔
PHP SDK	✔	✔	✔	✔
Knowledge Center	✔	✔	✔	✔
Expertise & Support				
Access to Expert Services*	Available for purchase	Available for purchase	Available for purchase	Available for purchase
Checkpoints**	2 meetings per month on request	2 meetings per month on request	2 meetings per month on request	Unlimited

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	Basic - 1500$ (include 80 credits)	Pro - 3000$ (include 140 credits)	Advanced - 6000$ (include 270 credits)	Enterprise Custom
Expertise & Support Con`t.				
Chat in the personal group in Slack/Telegram	P1: 6 business hrs P2: 9 business hrs P3: 24 business hrs	P1: 1 hr (24/7) P2: 2 business hrs P3: 3 business hrs	P1: 1 hr (24/7) P2: 2 business hrs P3: 3 business hrs	(24/7)
Technical Integration Meetings	2 meeting during the first month of integration	2 meeting during the first month of integration	2 meeting during the first month of integration	Unlimited
Dedicated Customer Success Manager***	Available for purchase	Available for purchase	Available for purchase	Available for purchase
Client management****	✔	✔	✔	✔

*Additional services:
- email strategy for first funnels and types (onboarding, sales funnel, funnels for inactive users, funnels for unconfirmed email users - **price - 45 credits**
- audit and improvement of running funnels and types - **price - 45 credits**
- advanced personalization/segmentation and strategy for each individual cohort -**price - 45 credits**
- competitor analysis / general industry data collection - **price - 45 credits**
All-inclusive package - **price - 165 credits**

Additional meeting with the developer/account/marketer requested by client - **5 credits

***A separate person who is in touch 24/7 - to answer all questions:
- to improve your email marketing;
- constantly look after the emails and product metrics on our side;
- recommendations for action;
- management and prioritization of all your tasks.
price - 45 credits

****Our account manager distributes and assigns tasks to our team, approves and synchronizes common goals

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	Basic - 1500$ (include 80 credits)	Pro - 3000$ (include 140 credits)	Advanced - 6000$ (include 270 credits)	Enterprise Custom
Productive Collaboration				
Dynamic Templates	✔	✔	✔	✔
Email Content Testing	✔	✔	✔	✔
Teammate Permissions	✔	✔	✔	✔
Segmentation	✔	✔	✔	✔
Automation	✔	✔	✔	✔
Recommendation system	✔	✔	✔	✔
Sending Logics Testing*	1 test = 15 credits	1 test = 15 credits	1 test = 15 credits	1 test = 15 credits
New Custom Logic	1 new logic = 15 credits	1 new logic = 15 credits	1 new logic = 15 credits	1 new logic = 15 credits
Tasks for our developers**	1 ticket = 25 credits	1 ticket = 25 credits	1 ticket = 25 credits	Unlimited

*One split test about logic send time, the sample of people, type of letter

**Any tasks for the implementation of which it is necessary to involve dev. team, all customization of the platform for your needs

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	Basic - 1500$ (include 80 credits)	Pro - 3000$ (include 140 credits)	Advanced - 6000$ (include 270 credits)	Enterprise Custom
Trusted Deliverability & Performance				
Email Address Validation API	✅	✅	✅	✅
Reputation & Delivery Visibility	✅	✅	✅	✅
Suppression Management	✅	✅	✅	✅
Dedicated IP Addresses	✅	✅	✅	✅
IP warm-up	✅	✅	✅	✅
Dedicated IP pooling	✅	✅	✅	✅
Domain Authentication (SPF/DKIM)	✅	✅	✅	✅
Link Branding	✅	✅	✅	✅
Universal Links	✅	✅	✅	✅
Email Address Validation API	✅	✅	✅	✅

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	Basic - 1500$ (include 80 credits)	Pro - 3000$ (include 120 credits)	Advanced - 6000$ (include 200 credits)	Enterprise Custom
Actionable Analytics				
Real-Time Analytics	✔	✔	✔	✔
Engagement Tracking	✔	✔	✔	✔
ISP Feedback Loop Data	✔	✔	✔	✔
Advanced Statistics	✔	✔	✔	✔
Subuser Statistics	✔	✔	✔	✔
Searchable Email Activity	✔	✔	✔	✔
Additional Email Activity History	✔	✔	✔	✔
Event Webhook	✔	✔	✔	✔
Custom Report*	1 report = 5 credits	1 report = 5 credits	1 report = 5 credits	1 report = 5 credits

*Report with custom metrics, analytics by cohorts and lifetimes, RFM

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	Basic - 1500$ (include 80 credits)	Pro - 3000$ (include 120 credits)	Advanced - 6000$ (include 200 credits)	Enterprise Custom
Privacy & Security				
IP Access Management	✅	✅	✅	✅
TLS encryption	✅	✅	✅	✅