



# | How do we Measure Up?

## Standard Bulk Mailers vs. BYM System

### Functionality Bulk BYM Benefits

<b>Fast &amp; straightforward to use</b>	<b>NO</b>	<b>YES</b>	You can become a proficient user of BYM in a matter of minutes. In comparison, many standard bulk mailers require specialist design or web knowledge to get your message distributed effectively.
<b>High average response rates</b>	<b>NO</b>	<b>YES</b>	Clients who use BYM achieve an average response rate of over 30%, compared to just 4% for standard bulk mailers. In some cases BYM achieves response rates of up to 50%.
<b>Allow your clients to profile themselves</b>	<b>NO</b>	<b>YES</b>	Bulk mailers tend to send everything to everyone – which is very ineffective. With BYM, your newsletter recipients can profile their own interests, so they are only sent information that is relevant to them.
<b>See who opened your message</b>	<b>YES</b>	<b>YES</b>	Most bulk mailers will report back on who has opened your newsletter – however this is a very basic measure of whether a newsletter has actually been read. To be effective, it's essential for you to track the activity of your recipients.
<b>Track activity in detail</b>	<b>NO</b>	<b>YES</b>	BYM will show you which specific articles a recipient has accessed, how many times they have visited, and which additional articles on your website they have also viewed. With these reliable indicators at hand, you can target individuals based on what they have found useful or appealing. Standard bulk mailers won't give you this crucial feedback.
<b>Get your whole team involved</b>	<b>NO</b>	<b>YES</b>	With BYM, you can invite anyone in your organisation to contribute articles ready for your approval – we call it Team Creation. With Team Creation you can really make the most of the skills and knowledge base of your organisation. Unfortunately standard bulk mailers won't let you work in this way.
<b>Double your website traffic</b>	<b>NO</b>	<b>YES</b>	BYM newsletter articles are published in full on your website – this feature alone can easily double your web traffic. Your expanded website content will also improve your listing on search engines like Google. Standard bulk mailers don't give you this special commercial advantage.
<b>Benefit from a new revenue stream</b>	<b>NO</b>	<b>YES</b>	You can also use BYM to inform your clients about services available from other companies and organisations. This gives you the opportunity to sell marketing space to third party companies, for allowing them to showcase their products and services on your newsletter.
<b>Connect to social network sites</b>	<b>NO</b>	<b>YES</b>	BYM can be used alongside networking sites like Facebook – allowing you to tap into the power of social networks.
<b>Free statistical analysis</b>	<b>NO</b>	<b>YES</b>	BYM also gives you access to the statistics you need, identifying your hot and cold web-pages using Google Analytics.
<b>Automatically display different brands to different clients</b>	<b>NO</b>	<b>YES</b>	BYM allows you to style your communications according to which brand your client normally interacts with. This is very useful if you run a business that has multiple brands or divisions.



- Individually relevant information
- Increased web traffic
- Real time statistics
- Team creation

