

AN AGENCY JOURNEY

Brief Received

Client shares campaign requirements and data.

Cost proposal

Client reviews data health report and fulfilment cost and approves.

Data Cleaned

OptiMail validates and corrects the data.

Invoice Issued

Charged for campaign fulfilment and data cleanse.

Data Released

Client and we receive cleansed data, ready to use.

Mail Sent

MailHub executes fulfilment, personalisation and postage. Campaign is mailed.

