

Mailpap

Transforming Your Email Marketing & CRM!

Your all-in-one solution for smarter communication.



What is Mailpap?

Mailpap is a powerful email marketing and CRM platform designed to streamline communication, track engagement, and boost productivity. With its user-friendly interface and comprehensive features, Mailpap helps businesses take control of their marketing campaigns.

Key Benefits

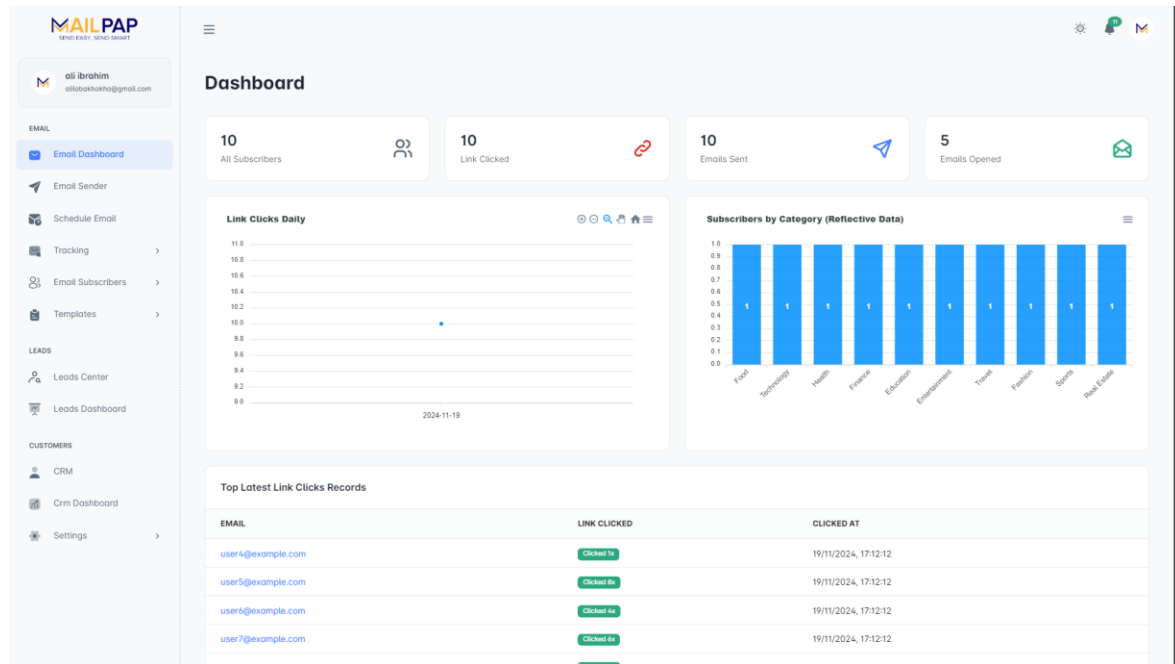
- Automate email campaigns effortlessly.
- Track performance metrics in real-time.
- Simplify lead and subscriber management.

Features Overview

- Bulk Email Sender: Send thousands of emails with ease.
- Single Email Sender: Perfect for personalized communication.
- Subscriber Categories: Target specific groups for precise campaigns.
- Email Dashboard: Track open rates, click rates, and performance metrics.
- Email Scheduling: Plan and schedule campaigns in advance.
- Tracking & Click Analytics: Real-time tracking for informed decision-making.
- CRM Dashboard: Manage leads and subscribers in one place.

Visual Demonstrations

Email Dashboard



The **Email Dashboard** in Mailpap provides a comprehensive view of your email marketing performance, combining real-time metrics, visual insights, and detailed records to help you make data-driven decisions. Here's what you can track and analyze

Features Overview

All Subscribers

- Quick view the total number of subscribers in your database.
- Stay updated on your audience growth and engagement potential.

Link Clicked

- Monitor the total number of links clicked across all campaigns.
- Gain insights into which links drive the most engagement.

Email Sent

- Track the number of emails successfully sent in your campaigns.
- Ensure deliverability rates remain high and identify sending trends.

Email Opened

- See how many recipients opened your emails.
- Measure the effectiveness of your lines and content.

Daily Links Clicks (Chart)

- Visualize daily trends in link clicks through an interactive chart.
- Identify peak engagement days and optimize sending times.

Subscribers by Category (Chart)

- Analyze your subscriber base with a categorized breakdown.
- Tailor campaigns for specific segments, such as VIPs or new subscribers.

Top Latest Link Clicks Records (Table)

- View detailed records of the most recent link clicks.
- Includes information such as the email, the link which was clicked, number of link clicked and timestamps.

This dashboard is designed to give you bird's-eye view of your campaigns' Email Dashboard, tracking and optimizing your marketing efforts has never been easier!

Email Sender

The screenshot displays the Mailpap 'Email Sender' interface. On the left is a sidebar with a navigation menu. The main area is titled 'Bulk and Single Sender' and features three tabs: 'Bulk Sender', 'Single Sender', and 'Customers'. The 'Bulk Sender' tab is selected. The form includes an 'Upload CSV File' section with a 'Choose file' button and 'No file chosen' text. Below that is an 'Email Subject' input field. A 'Select Template' dropdown menu is set to 'default'. The 'Select Message' dropdown is set to '-- Select Message --'. A rich text editor for 'Description' is present, with a toolbar showing options like Paragraph, Bold, Italic, Link, Unlink, Bulleted List, Numbered List, Indent, Outdent, Undo, and Redo. At the bottom, there are 'Upload Thumbnail' and 'Upload Attachment' sections, each with a 'Choose file' button and 'No file chosen' text. A blue 'Send Email' button is located at the bottom left of the form area.

The **Bulk Sender** feature in Mailpap empowers you to manage and execute email campaigns with precision and ease. With its versatile navigation tabs, you can tailor your sending approach to suit your needs.

Bulk Sender Using CSV

- Effortlessly upload your email list via a csv file.
- Perfect for sending personalized emails to a large audience in just a few clicks.
- Ensure smooth execution with pre-upload validations and error handling.

Single Sender

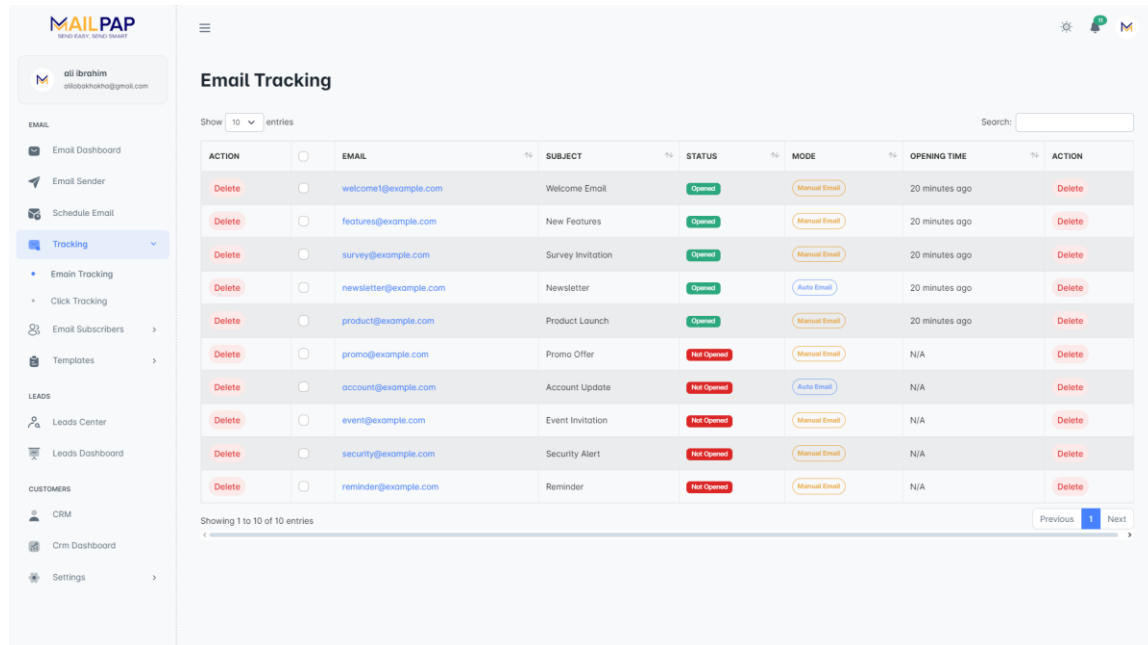
- Ideal for sending one-off, highly personalized emails to specific recipients.
- Customize content for maximum impact, ensuring a personal touch in every communication.

Send According to subscribers' Category

- Target Specific subscriber categories for more focused campaigns.
- Categories may include segments like VIP clients or new subscribers.
- Enhance engagement by tailoring messages to the interests and behaviors of each group.

This feature provides the flexibility to manage email distribution at scale while maintaining personalization, ensuring every campaign achieves its desire impact. Whether you're reaching out of thousands or focusing on a select few, Mailpap's Bulk Sender makes it seamless.

Email Tracking



ACTION	EMAIL	SUBJECT	STATUS	MODE	OPENING TIME	ACTION
Delete	welcome1@example.com	Welcome Email	Opened	Manual Email	20 minutes ago	Delete
Delete	features@example.com	New Features	Opened	Manual Email	20 minutes ago	Delete
Delete	survey@example.com	Survey Invitation	Opened	Manual Email	20 minutes ago	Delete
Delete	newsletter@example.com	Newsletter	Opened	Auto Email	20 minutes ago	Delete
Delete	product@example.com	Product Launch	Opened	Manual Email	20 minutes ago	Delete
Delete	promo@example.com	Promo Offer	Not Opened	Manual Email	N/A	Delete
Delete	account@example.com	Account Update	Not Opened	Auto Email	N/A	Delete
Delete	event@example.com	Event Invitation	Not Opened	Manual Email	N/A	Delete
Delete	security@example.com	Security Alert	Not Opened	Manual Email	N/A	Delete
Delete	reminder@example.com	Reminder	Not Opened	Manual Email	N/A	Delete

The **Email Tracking** feature in Mailpap provides in-depth visibility into the performance of every email sent, helping you understand recipient engagement and refine your campaigns. With a detailed table view, you can track essential metrics across the following columns:

Email

- Displays the recipient's email address for easy identification.
- Quickly locate and monitor specific contacts within your campaigns.

Subject

- Shows the subject line of each email sent.

- Evaluate which subject lines capture the most attention and drive engagement.

Status

- Indicates whether the email was **Opened** or remains **Not Opened**.
- Provides instant feedback on recipient engagement.

Mode

- Reveals how the email was sent, distinguishing between.
 - Manual Email Sender: Emails sent individually.
 - Auto Email Sender: Emails sent through automated campaigns.

Opening Time

- Displays the exact timestamp when the recipient opened the email.
- Helps identify peak engagement times for future scheduling.

This feature equips you with actionable insights to monitor campaign performance and recipient behaviors. With Mailpap's Email Tracking, you can optimize your email strategies to achieve better results and higher engagement.

Click Tracking

The screenshot shows the Mailpap interface with a sidebar on the left containing navigation options like 'Email Dashboard', 'Email Sender', 'Schedule Email', 'Tracking', 'Email Tracking', 'Click Tracking', 'Email Subscribers', 'Templates', 'LEADS', 'Leads Center', 'Leads Dashboard', 'CUSTOMERS', 'CRM', 'Crm Dashboard', and 'Settings'. The main content area is titled 'Click Tracking' and displays a table with the following columns: ACTION, EMAIL, CLICKED, VISITED LINK, OPEN DATE, ELAPSED, and ACTION. The table contains 10 rows of data, each representing a tracked click event. Each row includes a 'Delete' button, the email address, a green checkmark indicating the click status, the visited link, the open date, the elapsed time (all 24 minutes ago), and another 'Delete' button. The table is paginated to show 1 to 10 of 10 entries.

ACTION	EMAIL	CLICKED	VISITED LINK	OPEN DATE	ELAPSED	ACTION
Delete	user4@example.com	✓	https://example.com/page4	19-11-2024 20:12:12	24 minutes ago	Delete
Delete	user5@example.com	✓	https://example.com/page5	19-11-2024 20:12:12	24 minutes ago	Delete
Delete	user6@example.com	✓	https://example.com/page6	19-11-2024 20:12:12	24 minutes ago	Delete
Delete	user7@example.com	✓	https://example.com/page7	19-11-2024 20:12:12	24 minutes ago	Delete
Delete	user8@example.com	✓	https://example.com/page8	19-11-2024 20:12:12	24 minutes ago	Delete
Delete	user9@example.com	✓	https://example.com/page9	19-11-2024 20:12:12	24 minutes ago	Delete
Delete	user10@example.com	✓	https://example.com/page10	19-11-2024 20:12:12	24 minutes ago	Delete
Delete	user1@example.com	✓	https://example.com/page1	19-11-2024 20:12:12	24 minutes ago	Delete
Delete	user2@example.com	✓	https://example.com/page2	19-11-2024 20:12:12	24 minutes ago	Delete
Delete	user3@example.com	✓	https://example.com/page3	19-11-2024 20:12:12	24 minutes ago	Delete

The **Click Tracking** feature in Mailpap provides detailed insights into how recipients interact with your email links. By tracking clicks, you can measure engagement levels and understand which links drive the most interest. The Click Tracking table includes the following key columns

Email

- Displays the recipient's email address.
- Helps identify which contacts are actively engaging with your email content.

Click Count

- Shows the total number of times the recipient clicked on links within the email.
- Highlights highly engaged recipients and popular links.

Visited URL

- Lists the URLs or links that were clicked by the recipient.
- Provides clarity on the content or call-to-action that captured their interest.

Clicked Date

- Displays the exact date and time the link was clicked.
- Helps you track the timeline of engagement and optimize future campaigns accordingly.

This feature allows you to monitor link performance and recipient behavior, providing valuable data to refine your email content and improve campaign outcomes. With Mailpap's Click Tracking, you gain the insights you need to create more impactful, results-driven emails.

Click Tracking

ACTIONS	NAME	EMAIL	STATUS	CATEGORY	ACTIONS
Delete Edit	Jack Red	subscriber10@example.com	Subscribed	Food	Edit Delete
Delete Edit	Alice Smith	subscriber1@example.com	Subscribed	Technology	Edit Delete
Delete Edit	Bob Johnson	subscriber2@example.com	Subscribed	Health	Edit Delete
Delete Edit	Charlie Brown	subscriber3@example.com	Subscribed	Finance	Edit Delete
Delete Edit	Diana White	subscriber4@example.com	Subscribed	Education	Edit Delete
Delete Edit	Edward Green	subscriber5@example.com	Subscribed	Entertainment	Edit Delete
Delete Edit	Fiona Black	subscriber6@example.com	Subscribed	Travel	Edit Delete
Delete Edit	George Blue	subscriber7@example.com	Subscribed	Fashion	Edit Delete
Delete Edit	Hannah Yellow	subscriber8@example.com	Unsubscribed	Sports	Edit Delete
Delete Edit	Ian Pink	subscriber9@example.com	Subscribed	Real Estate	Edit Delete

The **All Subscribers** feature in Mailpap provides a comprehensive view of your subscriber database, making it easy to manage and categorize your audience. The detailed table includes the following columns to help you track and organize subscriber information

Name

- Displays the name of each subscriber for quick identification.
- Helps you personalize communication and build stronger connections.

Email

- Lists the email addresses of all subscribers in your database.
- Ensures easy access for sending targeted campaigns or updates.

Status

- Indicates whether the subscriber is **Subscribed** or **Unsubscribed**.
- Enables you to monitor audience retention and manage opt-outs effectively.

Category

- Shows the category or segment the subscriber belongs to, such as:
 - VIP clients.
 - Regular subscribers.
 - Leads or prospects.

- Facilitates targeted campaigns by grouping subscribers based on their interests, behaviors, or demographics.

This feature is designed to keep your subscriber list organized, up-to-date, and ready for effective segmentation and campaign targeting. With Mailpap's All Subscribers view, managing your audience has never been easier!

Leads

The screenshot shows the Mailpap interface for managing leads. The sidebar on the left includes navigation for 'EMAIL' (Dashboard, Sender, Schedule, Tracking, Subscribers, Templates) and 'LEADS' (Leads Center, Dashboard). The main area is titled 'Leads' and features a table with columns: ACTION, NAME, BUSINESS NAME, EMAIL, and ACTION. Each row represents a lead with associated 'Delete' and 'Edit' actions. The interface also includes a search bar, a currency selector, and pagination controls.

ACTION	NAME	BUSINESS NAME	EMAIL	ACTION
Delete Edit	Tom Johnson	Tech Solutions	tom.johnson@example.com	Edit Delete
Delete Edit	Emily Davis	Green Energy Co.	emily.davis@example.com	Edit Delete
Delete Edit	Sarah White	Marketing Hub	sarah.white@example.com	Edit Delete
Delete Edit	Chris Brown	Retail Kings	chris.brown@example.com	Edit Delete
Delete Edit	Laura Green	EduTech Inc.	laura.green@example.com	Edit Delete
Delete Edit	James Block	Health First	james.block@example.com	Edit Delete
Delete Edit	Sophia Blue	Fashion Forward	sophia.blue@example.com	Edit Delete
Delete Edit	David Pink	AutoExperts	david.pink@example.com	Edit Delete
Delete Edit	Patricia Gray	Home Comfort	patricia.gray@example.com	Edit Delete
Delete Edit	George Yellow	Transport Pros	george.yellow@example.com	Edit Delete

The **Leads** feature in Mailpap provides full flexibility to manage and track your leads efficiently. Users can easily modify the displayed columns to focus on the most important information for their business. The available columns include

- Name
- Business Name
- Email
- Phone
- Location
- Service
- Value
- Deal Probability
- Platform
- Deal Status

- **Next Contact Date**
- **Note**

With the ability to customize which columns are shown, you can tailor the leads table to your specific needs, allowing you to stay organized, prioritize effectively, and make data-driven decisions. Whether you're tracking contact details, deal stages, or future follow-ups, Mailpap makes it easy to stay on top of your leads.

CRM

The screenshot displays the Mailpap CRM interface. On the left is a sidebar with navigation options: EMAIL (Email Dashboard, Email Sender, Schedule Email, Tracking, Email Subscribers, Templates), LEADS (Leads Center, Leads Dashboard), and CUSTOMERS (CRM, Crm Dashboard, Settings). The main area is titled 'CRM' and features buttons for 'Edit Columns', 'Add New CRM', 'Import CSV', and 'Export CSV'. Below these is a search bar and a 'Show 10 entries' dropdown. The central table lists 10 customer records with columns for ACTIONS, CUSTOMER NAME, BUSINESS NAME, PHONE, EMAIL, and ACTIONS. Each record has 'Delete' and 'Edit' icons. The bottom of the table shows 'Showing 1 to 10 of 10 entries' and 'Previous 1 Next' navigation.

ACTIONS	CUSTOMER NAME	BUSINESS NAME	PHONE	EMAIL	ACTIONS
Delete Edit	Laura Purple	Business J	000-123-3210	laura@example.com	Edit Delete
Delete Edit	John Doe	Business A	123-456-7890	john@example.com	Edit Delete
Delete Edit	Jane Smith	Business B	321-654-0987	jane@example.com	Edit Delete
Delete Edit	Mike Taylor	Business C	555-123-4567	mike@example.com	Edit Delete
Delete Edit	Alice Green	Business D	444-222-3333	alice@example.com	Edit Delete
Delete Edit	Robert Brown	Business E	111-888-7777	robert@example.com	Edit Delete
Delete Edit	Emily White	Business F	666-555-4444	emily@example.com	Edit Delete
Delete Edit	Chris Black	Business G	777-999-0000	chris@example.com	Edit Delete
Delete Edit	Patricia Yellow	Business H	999-123-4567	patricia@example.com	Edit Delete
Delete Edit	George Pink	Business I	888-321-6547	george@example.com	Edit Delete

The **CRM** feature in Mailpap allows you to efficiently manage customer relationships with customizable fields to suit your business needs. The CRM table includes the following columns, which users can tailor to display the most relevant customer information:

- Customer Name
- Business Name
- Birthday
- Business Website
- Location
- Phone
- Email
- Priority

This flexibility ensures that you can focus on the most important details and manage customer interactions effectively. Whether you're tracking key contact information or prioritizing high-value clients, Mailpap's CRM feature streamlines customer management and helps you deliver personalized service with ease.

Why Choose Mailpap?

Mailpap offers the perfect blend of simplicity and power with advantages like:

- Easy-to-use interface.
- Affordable pricing.
- Comprehensive features in one platform.

Ready to Transform Your Email Marketing?

Contact us today for a live demo or free trial!

Contact Us

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