

## Why Midnight Mail?

### Midnight Mail™ is a powerful, web based mailing management system.

It is designed to help companies be more successful in printing. It's for organizations who are expanding beyond the confines of traditional print and moving into more broad-based marketing services such as mailing, fulfillment, data analytics, purls, and email blasts.

Midnight Mail™ contains tools to help companies price these services correctly and manage complex marketing projects from start to finish, allowing them to maximize profitability by being more efficient.

### Features:

- Captures marketing service revenue to increase profits
- Create estimates, work orders, invoices, postage requests and more
- Track complex tasks like data processing, ink jetting, and multiple drops
- Full accounting for postage receipts, transfers, and escrow accounts
- Provide customers with online reporting for marketing campaigns
- Easy to use web based interface
- Integrates with iPhone, Android, and Blackberry smart-phones

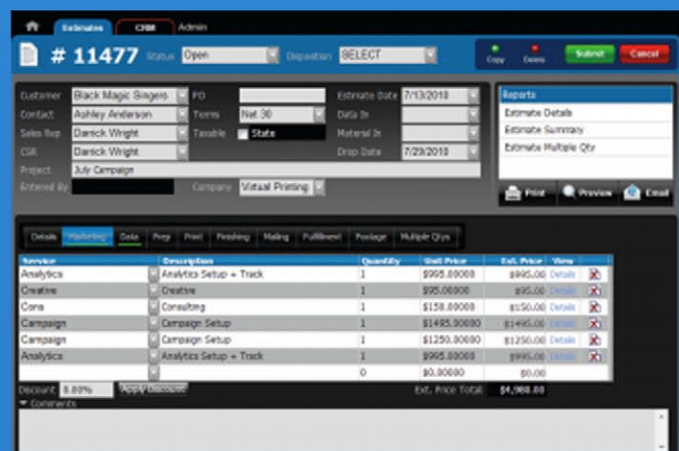
### Benefits:

- Increases productivity
- Eliminates redundant paperwork
- Provides better accountability for tasks
- Integrates with standard accounting packages
- Extends information with flexible reporting tools
- Can be accessed anytime from anywhere

### Estimating:

Pricing for the varied elements of marketing campaigns can be complex, and even overwhelming. Midnight Mail™ can help to make the process easier for your team through pre-loaded expert pricing and service matrices that you can edit and customize as needed.

Each element of a campaign can be assigned simple flat fee pricing, per hour pricing, or more complex variable per piece or per thousand pricing. The flexibility of the pricing module accomodates most any pricing model you already have or want to establish. Once the pricing is established, you estimators, sales reps, or customer service reps will be able to quickly produce quotes for even complex campaigns.



The screenshot displays a web-based interface for creating an estimate. At the top, it shows the estimate number #11477, status 'Open', and a dropdown for disposition. Below this, there are fields for customer information (Black Magic Stages), contact (Ashley Anderson), sales rep (Darrick Wright), and company (Virtual Printing). A table below lists the estimated items with columns for Item, Description, Quantity, Unit Price, and Est. Price. The total estimated price is \$4,968.00.

Item	Description	Quantity	Unit Price	Est. Price	Notes
Analytics	Analytics Setup + Track	1	\$995.00000	\$995.00	
Creative	Creative	1	\$95.00000	\$95.00	
Consult	Consulting	1	\$158.00000	\$158.00	
Campaign	Campaign Setup	1	\$1495.00000	\$1495.00	
Campaign	Campaign Setup	1	\$1250.00000	\$1250.00	
Analytics	Analytics Setup + Track	1	\$995.00000	\$995.00	
		0	\$0.00000	\$0.00	
<b>Grand Total</b>				<b>\$4,968.00</b>	



## Job and Campaign Tracking:

Once your client has approved the estimate, it's time to begin the work. At this point, it is imperative that your team stay on top of the project, making sure that each element is completed on time. If there are snags along the way (which there almost always are), your team needs to know about it and adjust accordingly.

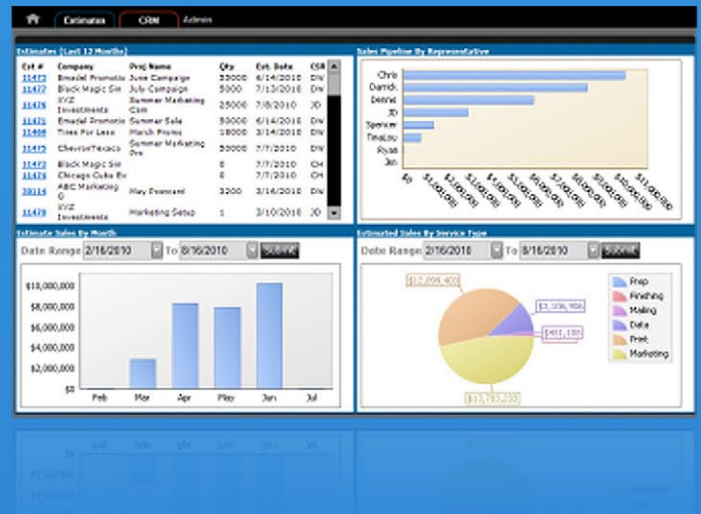
With Midnight Mail™, each of the campaign elements in the estimate gets converted to an order. Once in an order, Midnight Mail™ helps to track progress of each of the tasks, with visibility of where the job is at any stage of the process. You can also track time and costs along the way to aid in valuable job costing analysis of the project once complete.

## Billing

With its easy to use billing interface, you can create customer invoices in seconds. Just complete final information on a job, select an invoice date, and print your invoice. Invoices can be generated as pdf files and emailed right from the program. The system also features the ability to integrate with several industry leading standard accounting packages.

## CRM:

Track and grow your sales with Midnight Mail™ powerful customer relationship management features. This module allows your sales and customer services teams to collaborate by tracking emails, logging prospecting activities, scheduling reminders, managing sales benchmarks, adding additional contacts, and reporting on sales pipelines.



**Toll-Free** Mon - Fri:  
888-696-9686  
6:00am to 5:00pm p.s.t.  
International Customers:  
707-874-9779

[www.mailersmvp.com](http://www.mailersmvp.com)

