
Vetd on: September 1, 2018

Website: <http://www.owlmail.com>

Company Profile

Number of Employees: 38

Founded in: 2014

Headquarters Location: Boise, Idaho

Company Profile: OwlMail began operations in 2014 after completing an accelerator in San Francisco. The founders are from Boise and quickly made it their headquarters.

OwlMail started with 2 co-founders and has since grown to 35+ employees in their Boise location. They have a few remote workers as well.

Current Clients: 2,000+ current clients, all kinds of small to medium size businesses

Example Clients: Joe's Pet Store, Rachel's Electronics, Samantha's Market, Bill's TVs

Competitors: MailChimp, HubSpot, InfusionSoft, Marketing360, Robly, ConstantContact

Competitive Differentiator: OwlMail was designed to help you make the most of your email program. With our easy to use OwlMail editor and fun premade designs, you'll be sending out highly engaging emails in no time flat

OwlMail, wants to be your partner in helping grow your business. Our patented emoji integration technology helps to drive a 13x higher CTR than industry average which we think will really help get as many people to open your emails as possible. Plus we've recently added all new emojis that we think your audience will love. Our tool also works like magic, so you can spend more time on your organization and less time playing around with email code.

Ideal Client Profile: Small to Medium Businesses who need help with email marketing, and want an all in one tool.

Case Studies: www.owlmail.com/casestudies

Demo: [Owlmail Demo](#)

Pricing

Pricing Model: Monthly or Annual Options: Standard Pricing starts at \$550/Monthly or \$6,000 paid annually

Free Trial: Yes, there is a 14 day free trial

Payment Options: Credit Card is required

Onboarding:

Kickoff: After a contract is signed a new client will have a kickoff meeting with the sales team they worked with, their Kickoff Coordinator and the Customer Success Manager.

The implementation process typically takes 2 - 3 weeks, in which time they will access to the team. Once the account is live everything will transfer to the CSM.

Client Service:

Point of Contact: All clients have a dedicated CSM. They typically set up a bi-weekly call to touch base and see how things are going.

Meetings: Typically a bi-weekly meeting is set, but it is at the client's discretion.

Measurement & Reporting:

Reporting: All clients have access to the OwlMail dashboard which provides real time insights into every key performance indicator. Including but not limited to, open rates, views, clicks, and many more.

Test Dashboard: www.owlmail.com/testdashboard

Data Security: OwlMail takes the security of data extremely seriously. Full details can be found at www.owlmail.com/datasecurity

Product Roadmap:

OwlMail is continually working on building out its product and feature set. The next features planned to be released in late 2018:

Template Editors
Mail Merge
Updated Emoji Library

2019 Updates include:

Integrations with Slack, Salesforce and many more

References:

Current Customers:

Example Company

Customer for: 9 Months

Overall Approval: ★★★★★

Sales Process Rating: ★★★★★

Onboarding Rating: ★★★

Customer Experience Rating: ★★★★★

Would they Recommend? Yes. OwlMail delivers on all of our needs.

Additional Feedback: I wouldn't bat an eye at recommending OwlMail



COMPANY NAME

YOUR SAMPLE TEXT HERE

Culture Company

Customer for: 4 Months

Overall Approval: ★★★★★

Sales Process Rating: ★★★★★

Onboarding Rating: ★★★★★

Customer Experience Rating: ★★★★★

Would they Recommend? Yes. OwlMail has helped us transition from sending paper based mails to this new email system. They have gone above and beyond

Results: We are selling more paper than ever thanks to OwlMail. Who knew email would help sell paper!



CULTURE

YOUR BUSINESS TAGLINE GOES HERE

Fake Studio

Customer for: 3 Years

Overall Approval: ★★★★★

Sales Process Rating: ★★★

Onboarding Rating: ★★★★★

Customer Experience Rating: ★★★★★



FAKE
s t u d i o

Would they Recommend? Yes, Owlmail is great for communicating with all our current clients. When people see one of our emails they would never believe our studio is fake!

Results: Client retention has been up 20% since we implemented OwlMail

Former Customers:

Fakery



Customer for: 4 Years 11 Months

Overall Approval: ★★★★★

Sales Process Rating: ★★★★★

Onboarding Rating: ★★★★★

Customer Experience Rating: ★★★★★

Why are you no longer a customer? Our CMO changed our tech stack and it is no longer compatible with owlmail. Hoping to start using them again asap when the connectors are back up and running!

Would they Recommend? Yes, I would highly recommend. They were very responsive and experts in their field

Campaign Results: 10x ROI

Additional Feedback: You should really give a hoot about owlmail

Fast Banana



Customer for: 2 Years 7 Months

Overall Approval: ★★★★★

Sales Process Rating: ★★★★★

Onboarding Rating: ★★★★★

Customer Experience Rating: ★★★★★

Why are you no longer a customer? Fast Banana now focuses on Enterprise sized clients which OwlMail is less capable at working with

Would they Recommend? Yes, I would highly recommend for small business. OwlMail helped us as our business grew

Campaign Results: 125%+ ROI on email campaigns