



# Aurea Platinum: Exclusive support and services for Aurea List Manager

**Aurea's goal is your success. Aurea Platinum Support for On-Premise is a key ingredient in helping us get there together. Platinum Support delivers a world-class, concierge level service and support solution for Aurea List Manager customers. Customers who choose Platinum Support benefit from tremendous cost savings as they tap into Aurea resources and services to help them optimize their email marketing.**

## Your ticket to VIP treatment

### AUREA PLATINUM SUPPORT INCLUDES:

#### Powerful, dedicated resources at your fingertips:

Every Platinum customer has access to a dedicated Customer Success Desk that is proactively focused on managing and resolving issues that affect your business and technology. In addition, meet with an Executive partner twice each year to ensure your continued success, and proactively identify issues before they arise.

#### Enhanced Support:

Say goodbye to support queues. With Platinum, you get 24x7 multi-lingual phone and web access. For your most severe issues, Platinum Support guarantees our fastest SLA response of 60-minutes or less, and certainty that your issue is being handled by a skilled product expert. Your issues and requests are also prioritized over all others.

#### Select services optimized for your business goals:

Platinum customers also have access to premiere services designed to address your business and technology demands. You'll have access to quarterly system health checks, an annual managed upgrade, and to our GDPR Protect services designed to help you meet data regulatory requirements. Finally, we've tailored Platinum Support specifically for Aurea List Manager customers with all new advanced email marketing services.

### GO PLATINUM:

- 24x7 phone and online support
- Prioritized issue resolution, improved response times
- Future-proofing with managed upgrades, health checks, and more
- Advanced Email Marketing Deliverability and Campaign Optimization services

### Future-proofed solutions and scale:

Platinum Support doesn't just protect you today, it enables your business for the future. You'll accelerate your Aurea Prime benefits with a free Prime Kickstart each year. That means Aurea will perform and test the installation of one Prime-eligible product for you every year—and provide the training you need to get started.

ENHANCED SUPPORT	STANDARD	PLATINUM
Support hours	Business hours only	24x7
Submit requests via portal or phone	Portal only	<input checked="" type="checkbox"/>
Preferred patch and hotfix updates		<input checked="" type="checkbox"/>
VIP phone hotline		<input checked="" type="checkbox"/>
Priority issue resolution		<input checked="" type="checkbox"/>
Support for legacy versions (up to 3 years old)		<input checked="" type="checkbox"/>
<b>APPLICATION MANAGEMENT</b>		
Advanced Email Marketing Services		<input checked="" type="checkbox"/>
Architecture and design reviews		<input checked="" type="checkbox"/>
Production readiness checks		<input checked="" type="checkbox"/>
Regular health checks for stability, usability, and preventative maintenance		<input checked="" type="checkbox"/>
Included development licenses	None	1 annually
<b>FUTURE PROOFING</b>		
Managed upgrades		1 annually
Application performance tuning		<input checked="" type="checkbox"/>
Prime Kickstart		1 annually
GDPR Protect		<input checked="" type="checkbox"/>
<b>ADDITIONAL RESOURCES</b>		
Customer Success Desk		<input checked="" type="checkbox"/>
Executive Committee access		<input checked="" type="checkbox"/>

## Designed for Aurea List Manager

We've amplified Platinum Support benefits for Aurea List Manager (ALM). In addition to the top-shelf solution services and customer support that are the hallmark of Platinum support, we've now added unique business benefits to help you get the most out of your email marketing solution.

Introducing Advanced Email Marketing services—exclusively available with Aurea Platinum Support. Advanced Email Marketing services works like an extension of your marketing team, providing the expert consulting and hands-on services you need to design, launch, and continuously improve your email campaigns. We'll help you plan winning campaigns, overcome obstacles, track and analyze deliverability metrics, and implement best practices to drive higher ROI. We'll even help you integrate your ALM system with other platforms.

These services also include a dedicated delivery manager, ongoing monitoring and analysis of your results, campaign management, and regular reviews and check-ins.

## Advanced Email Marketing Services

### DELIVERABILITY SERVICES

Sender reputation audit and optimization	We'll analyze your sender reputation and help you avoid obstacles such as blacklistings, spam filter triggers, and more – and help you take the corrective actions needed to resolve these issues quickly.
Priority Send Configuration (Aurea Campaign Manager only)	We'll configure our Priority Send feature for you. This feature uses an advanced scoring algorithm to send the first batch of emails to your most engaged recipients, improving your sender reputation and reducing blocking and spam filtering of subsequent batches.
Routine monitoring	We'll monitor deliverability metrics and report the findings to you in monthly review sessions, along with recommendations for ongoing improvement.
Domain-level performance analysis	We'll monitor and report your domain-level performance, providing key insights into factors such as blocking by ISPs, which ISPs subscribers use most frequently, which ISPs represent the largest unrealized opportunities, and more.

### CAMPAIGN MANAGEMENT SERVICE

One managed campaign (quarterly)	We'll help you define, build and launch one campaign each quarter.
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### THIRD-PARTY INTEGRATION SERVICE

One technical integration per year	We'll provide one fully configured integration to the system your choice – as your CRM, eCommerce platform or Active Directory.
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**Interested in learning how Platinum Support for Aurea List Manager can help you advance and enhance your business?**

[Learn More >](#)