



Company Profile

MTARGET.co

the email company.





www.mtarget.co

MTARGET

PT. Target Sukses Sinergi, Maitarget Pte Ltd

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INDONESIA

Jakarta Selatan
88 Office Tower Lt.10E
Casablanca Kav.88 Jakarta Selatan
12870

Jakarta Utara
Kelapa Puan Timur 1 NC.1 No.18
Kelapa Gading Jakarta Utara 14250

Semarang
Pamularsih Dalam No.7,
Bojongsalaman, Semarang Barat
Semarang, Central Java 50141



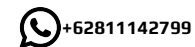
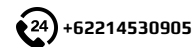
SINGAPORE

51B Circular Road, Singapore
049406



MALAYSIA










Kelana Square, Petaling Jaya,
Selangor 47301



the email company.



CHANNELS

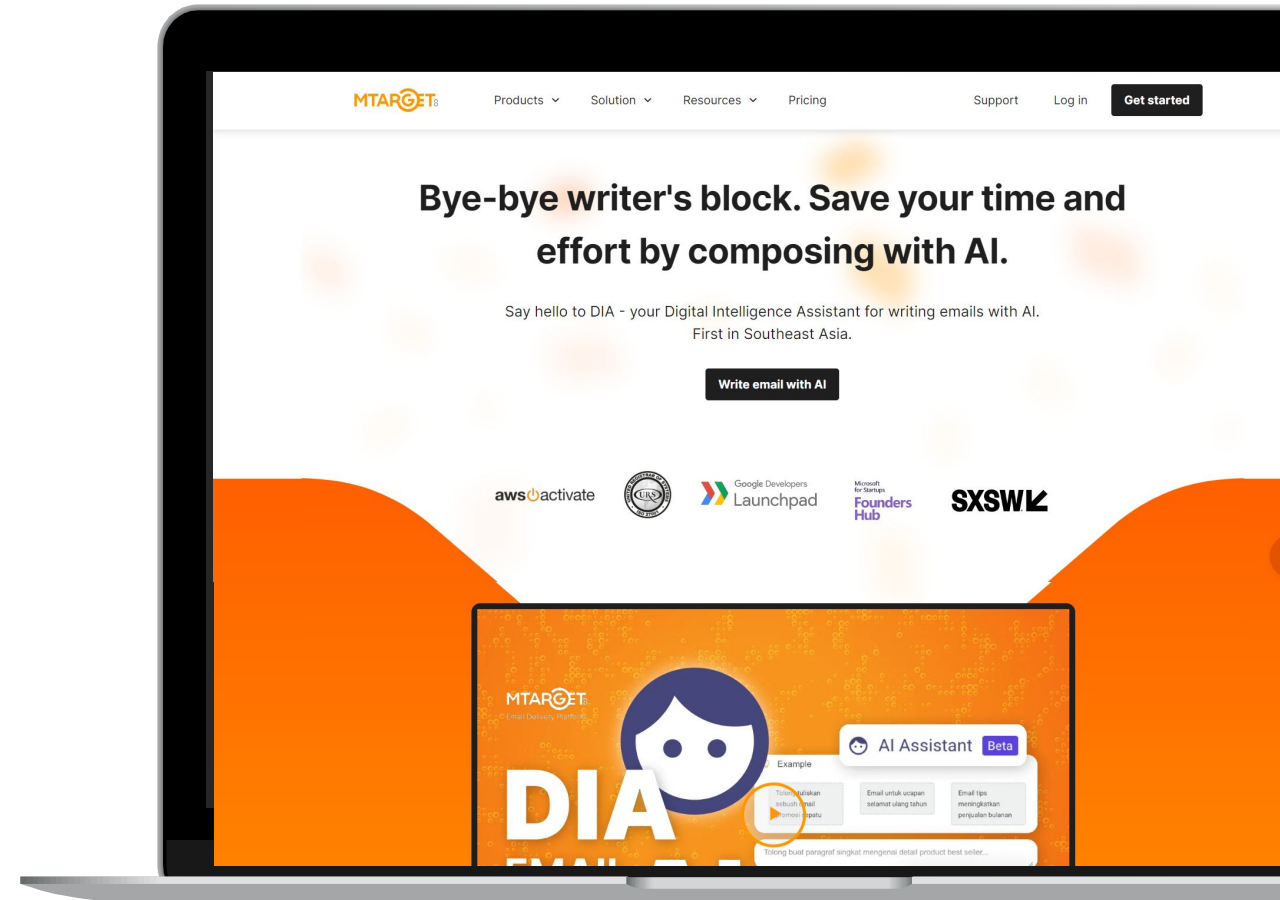
	Event		Facebook		Youtube
	Blog		Instagram		LinkedIn
	Newsletter		Twitter		Telegram

We are the email company that provides fast, secure, and affordable email capability software with **Layang Technology™** to deliver personalized emails at scale without you having to maintain email servers.

We help you gather high-quality leads and retain customers through our all-in-one platform.

Our ultimate goal is

“To be a world-class email delivery company that empowers business growth.”

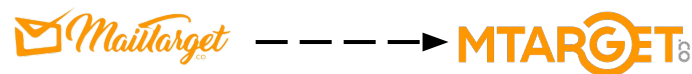


“Our vision is to help other people and businesses grow bigger, and our mission is to digitalize Indonesia through our products.”

Yopie Suryadi, Founder & CEO

MTARGET previously known as **MailTarget**, was first developed in October 2016 by Yopie Suryadi, Masas Dani, and Johan Tahardi with the initial aim of supporting small and medium enterprises in Indonesia. Because competition is high in business, digital existence is very important. This digital representation can be in various forms, such as websites, automated systems, analytical performance, and customer-driven personalization, which is a must in today's digital era.

Experiencing intricacies as an IT start-up, our fairly complex products were completed within 4 months. During the first development stage, we only had email marketing features, so this tool could send emails to many recipients. In February 2017, we developed UX products and other features such as email automation, email A/B testing, landing page builder, form API, contact management, transactional email, and so on. We regularly optimize and update event management features to support broader marketing activities.



With a vision to help other people and businesses grow bigger and with a mission to digitalize Indonesia through our products, we started to eliminate all inefficiencies by developing tools that support digital marketing activities effectively and are friendly to use.



THE TEAM



THE TEAM

OUR CORE VALUES: EXCELLENCE, INTEGRITY & IMPACT

A COMPANY THAT FOCUSES ON SERVICE

Holding the values of excellence, integrity & impact, we believe business profit is not the only goal, but continuity and long-term impact are what we want to achieve. Starting small, we continue to grow with products and teams that focus on product development, growth, and revenue spread in cities and countries that work together with the same north star, namely to build and market products that are more useful for today's businesses.

To increase our awareness, we also try our best to build a community to share and educate the market through our digital channels, such as blogs, newsletters, social media, regular marketing forums we call MTARGET DigiTalk, and workshops as well as national and international exhibitions.

The need for products that are complex, easy to use, and at the same time affordable, is the dream of every digital marketer. We provide all the tools in one place to meet all the needs of every digital marketer.



OUR 3 CORE PRODUCTS



Email Marketing

Automate your email marketing campaigns to increase trust, sales, and overall user experience.



SMTP Relay

Send marketing and transactional emails using your own business domain. You do not need to manage or maintain your own email server. We will take care of this.



Transactional Email

Send automated emails to users, triggered by specific interactions or actions such as purchasing activities, reminders, and others.

the email company.



OUR CERTIFICATIONS



SECURITY SCORE

“A”

Our platform is built with good security and qualification system standards, with an A score referring to the www.ssllabs.com test. The security factor is built by implementing a Secure Socket Layer on every website page to ensure the security of encrypted data communication from clients. The firewall on each server and port management is active. We always perform regular backups be it daily, weekly, or monthly in different locations, to prevent data loss or unpredictable things such as natural disasters or damage caused by cloud providers. In SMTP, we implement authentication and SPAM filtering to prevent various errors. With an alert system, we automatically get every update on server conditions and are the first to know if there is a problem.



AVG. SENDER SCORE

99

We have a high sender score that has been tested, referring to www.senderscore.org which has been filtered by various parameters such as blacklist filters, spam filters, sender complaints, spam traps, and many more. We will handle your entire email marketing delivery using our premium delivery system. The higher the sender score, the more likely it is that the majority of marketing emails sent through us will be delivered to the primary inbox.



SPAM ASSASIN SCORE

0.2

We have a good spam score referring to SpamAssassin which has been checked on the sender's DNS, whitelists, email content such as subject, text, and headers, HTML code used by ESP, and database filters. By using a premium deliverability system, we can help prevent your email marketing from going into the spam box.





WE ARE TRUSTED



Calvin Klein



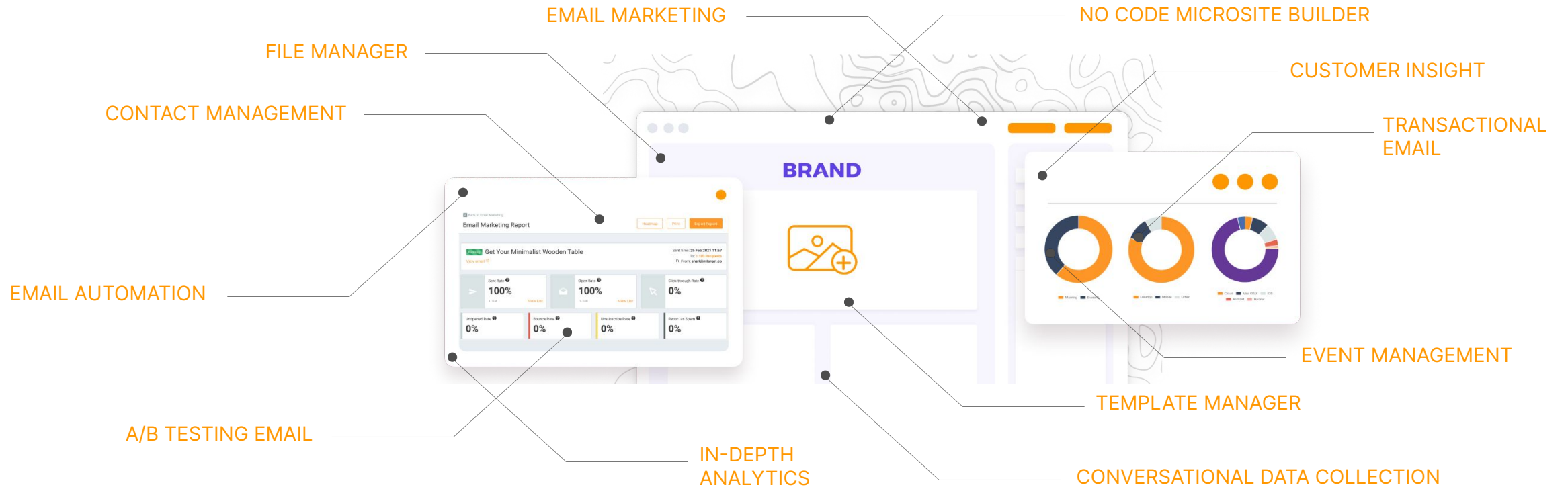
Z A R A



... and many more



OUR KILLER FEATURES



BENEFITS

Easy to Create, Send, and Get Comprehensive Email Reports

- Create an email from scratch or use the provided templates
- Create regular emails with a drag-and-drop composer
- Create plain or import HTML emails
- Call contact data such as first name, email, etc. with existing contact data
- Easily generate content from blog posts or social media links to increase open rate performance with customizable subject lines and preheader messages
- Send immediate or scheduled emails
- Split emails to A/B test by subject, content, or delivery time
- Get comprehensive email reports such as delivery status, open rate, click rate, unsubscribe rate, open time, etc
- Segment audiences based on email reports

Manage Database with Contact Management

- Organize and segment with label system contacts without duplicate emails

Compose Once and Send Automatically with Scenario Composer

- Send automated email responses or confirmation from the submission form
- Send automated email series of audience responses that accept, open, not open, click, unsubscribe, and so on
- Automatically send birthday email greetings or reminders of other special occasions
- Get comprehensive reports of email automation performance

Create Landing Pages for Any Purpose with Features like Drag-and-Drop Composer

- Create a simple website or landing page
- Integrate pages with forms
- Create live CTAs to send messages, reply to emails and WhatsApp chats
- Publish as a popup window
- Embed page to website
- Generate to QR-Code

Transactional Email Integration

- Send emails triggered by requested action or response activity on the web app

Create Forms for Any Purpose: Subscribe, RSVP, Order, Survey, and More

- Connect forms API
- Get report data and save the data sent to the contact book
- Create single or double opt-in
- Segment contacts based on form and data submission
- Define customized actions after form submission
- Create a form as a trigger for email automation

Event Management

- Create a system for events, from registration and ticketing to attendance check-in systems with a QR scanner application
- Create event products for free or paid, supported by payment gateway integration



Melvin Mumpuni
Founder & CEO, finansialku.com

"MTARGET is the only local email marketing software with reliable features. They helped us do customer retention."



Nicolas Widjaya
Marketing Expert, ariessandy.com

"After doing several Facebook retargeting ads, user acquisitions are getting easier and easier using automation."



Andrian Teovillio
Owner, BerryHut Gadget Shop

"No need to lower my pricing in Tokopedia and Bukalapak and to maintain my website and server."



Poppy Octavia
Chief Mother Officer, Madre Indonesia

"MTARGET was very helpful with the operation of our events starting from ahead of the event, during the event, and after the event."

START USING OUR SERVICES

Our Software-as-a-Service has a subscription-based system. Our prices differ based on the number of emails sent per month, and the features and benefits specified in our plans. There are 2 types of subscriptions: monthly and yearly. Get 10% savings on your annual subscription.



Microsoft for Startups
Founders Hub



aws activate

Google Developers
Launchpad

SXSW

REGISTER NOW AT

MTARGET.CO

MTARGET^{co}

the email company.



Microsoft for Startups
Founders Hub



aws  activate

 Google Developers
Launchpad

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