

JangoMail Tutorial

JangoMail: The Private Label Solution

JangoMail offers the ability to private-label the application around your own organization. This is a 100% branded solution, where it will be almost impossible for your clients to tell that JangoMail is on the back-end of your email marketing application.

To see a sample application that has been private labeled, visit our showpiece sample, Big Idea Mail, at <http://www.bigideamail.com> . This is a fictitious private-label of JangoMail for the fictitious marketing agency, Big Idea Marketing.

Login with this sample login:

Username: bigidea

Password: bigidea123

At www.bigideamail.com, you can see what a custom login screen looks like, and what the JangoMail application looks like after a user logs in through the branded login screen. Notice that there are no references to JangoMail or the [jangomail.com](http://www.jangomail.com) domain. For example, the From Email Address on the Send Email page is bigidea@bigideamail.com instead of bigidea@jangomail.com. The logos and graphics throughout are custom Big Idea Mail images. Most colors and graphics throughout the application can be customized.

The investment required to private label JangoMail includes:

- A \$3,500 setup fee for the private-label setup. A JangoMail project manager will guide you through the steps involved from picking a domain name to launching your private labeled email marketing application. This is payable to JangoMail.
- A \$500 annual license fee. This covers the hosting of your private labeled application as well the right to use and sell the services of your private labeled application. This is payable to JangoMail.
- \$35 annual domain name registration fee. This covers the registration of the domain name of the private-labeled web site. This will be payable directly to a domain name registrar, like Register.com.
- \$199 annual fee for a Secure Sockets Layer (SSL) digital certificate for your private-labeled application. This will be payable to Thawte, a certification authority for securing web sites. This enables your application to be accessible securely via the secure HTTPS protocol.
- You are also responsible for maintaining at least one master JangoMail account to keep your private label solution active. The private label solutions works in conjunction with the Agency Pricing plan described in this PDF document: http://www.jangomail.com/documents/Public/JangoMail_Agency_Program_Pricing.pdf

Frequently Asked Questions

Q: How do I know if the private label solution is right for my company?

A: If you want the ability to sell email marketing services to your clients, and you want to give your clients the impression that you built and maintain your own email marketing application for your clients' exclusive use, then the private label solution is right for you. Most of our clients who have private labeled JangoMail use the solution as a selling point for new and existing customers. The private label solution is not right for you if you want to provide email marketing services to your clients but have no need to market the email marketing application as your own. If you don't mind your clients knowing that you're using JangoMail to serve their needs, then you do not need the private label solution.

Q: I want to send out mass emails, but I don't want my recipients to know that I'm using JangoMail. Is the private label solution the right solution for me?

A: No. You can accomplish what you want without the private label solution. You can send your emails such that there is no JangoMail branding through a standard JangoMail account. The private label solution is only necessary if you want to sell email marketing services to your clients, and you want to give your clients the impression that you have built your own email marketing application.

Q: Where is my private labeled application hosted: with JangoMail or with my company?

A: The JangoMail data center hosts the private-labeled application for you.

Q: My company's domain name is OurCompany.com. Can the private labeled application be hosted off a sub-domain of this domain, like MassEmailer.OurCompany.com?

A: No. You must register a brand new domain name specifically for the private label application, and you must assign the DNS servers for this domain to our DNS servers. The application will be accessible at www.SomeDomain.com, where SomeDomain.com is the domain that you choose.

Q: You recommend Thawte as the certification authority for the SSL certificate. Am I free to go to whomever I like to obtain the SSL certificate?

A: Yes. We recommend Thawte because we're familiar with them and we know that it is a reliable company. But once we provide you with your public key (also known as a Certificate Signing Request), you may take that to whichever certification authority you wish to obtain a certificate.

Q: How long will it take you to build my private labeled application, from start to finish?

A: From the time you give us the go-ahead, it is usually a two-week process, provided that you provide the information and materials we need in a timely manner.

Q: Am I able to send mass emails while my private label application is being built?

A: Yes. Your accounts will still be functional, however you will have to login at www.jangomail.com as opposed to www.yourdomain.com in order to manage your accounts and send emails.

Q: What do you need from me in order to build my private labeled application?

A: You will need to provide us with several pieces of information, including the chosen name for your private labeled application, the domain name you wish to use for it, and several graphics files and color selections for the application. You will receive full detail on what you must provide once the process begins.

Q: With regards to the design of the private labeled application, who is responsible for what?

A: You are responsible for the design, and look/feel of your web site prior to a user login. We are responsible for the design of the application after a user login. You will have FTP access to maintain the public portion of your web site that is seen prior to login.

Q: Will it be impossible for my customers to tell that it is actually JangoMail that is driving my private labeled application? Will there be any references to JangoMail anywhere?

A: The web-interface will be completely branded around the name, logos, and colors you choose. It will be difficult, but not impossible, for your customer to discover that JangoMail "drives" your private labeled application. Such discovery could occur if, for example, your customer analyzed the Internet headers of an email message from your private labeled application, or your customer analyzed the IP addresses and network from which your private labeled application is served.

Q: How do I make sure my customers who use my private labeled application are compliant with spam laws and JangoMail's anti-spam policy?

A: You should have your customers sign a policy that is at least as strict as JangoMail's own anti-spam policy. And more importantly, you should strictly enforce this policy upon your customers. If one of your customers' emailings results in complaints, we will contact the master account's email manager for resolution of the issue.

Q: Will my private labeled application come with a free demo account that my potential customers can use to test out the system?

A: Yes, if you request one. If you would like a publicly accessible demo account so that potential customers can visit your site and login and send test emails, then we are happy to accommodate that for you. After you have created the demo sub-account from your master account, simply contact us, and we will set limits on it so that it cannot be abused. Keep in mind that if you are doing the demo for your potential customer, you can just use your master account for this purpose.