

# Rise Mailer

AGENCE CONSEIL EN COMMUNICATION

## Market Domination Strategic Plan 2026- 2028

A comprehensive product audit, competitive analysis, and go-to-market roadmap to position Rise Mailer as the #1 email marketing platform for SMBs in North Africa & MENA.

**262**

ACTIVE  
CLIENTS

**15**

SEGMENTS

**March**

**2026**

REPORT  
DATE

**v2.0**

VERSION

# Where We Stand & Where We're Going

## MISSION STATEMENT

Rise Mailer is a full-stack email campaign management platform built for agencies and SMBs. Our mission is to provide **enterprise-grade email intelligence at SMB pricing**, with deep tracking, real-time analytics, and a white-label option for agencies in the MENA region.

262

TOTAL  
CONTACTS

15

AUDIENCE  
SEGMENTS

∞

CAMPAIGNS  
SENT

OVH

HOSTING  
(SHARED)

### ✓ What's Working

- ✓ Fully functional campaign builder & sender
- ✓ Email open/click pixel tracking system
- ✓ Client & category management with CSV import
- ✓ HTML template editor (Quill.js)
- ✓ Real-time dashboard with Chart.js analytics
- ✓ Responsive UI across all devices

### ✗ Critical Blockers

- ✗ OVH shared hosting blocks all SMTP/HTTPS outbound
- ✗ Emails not actually delivering to recipients
- ✗ No dedicated IP for email reputation
- ✗ No domain authentication (SPF/DKIM/DMARC)
- ✗ Single admin user, no multi-tenant support
- ✗ No subscription/payment system

**€29**  
TARGET  
STARTER  
PRICE/MO

**500+**  
TARGET  
CLIENTS  
YEAR 1

**€15K**  
TARGET MRR  
YEAR 1

**MENA**  
PRIMARY  
MARKET

# The Opportunity in Email Marketing

## \$17.9B

GLOBAL EMAIL  
MARKETING  
MARKET 2027

Growing at 13.3%  
CAGR

## 4,200%

AVERAGE EMAIL  
ROI

\$42 return per \$1  
spent

## 4B+

DAILY EMAIL  
USERS  
WORLDWIDE

Expected 4.6B by  
2025

## Competitive Landscape

PLATFORM	STARTER PRICE	ARABIC/MENA SUPPORT	WHITE-LABEL	SELF-HOSTED	OUR ADVANTAGE
<b>Mailchimp</b>	\$13/mo	None	No	No	We offer Arabic UI + local pricing
<b>Brevo (Sendinblue)</b>	€25/mo	Partial	No	No	We can white-label for agencies
<b>Mailjet</b>	€17/mo	None	No	No	Better tracking + client management
<b>SendGrid</b>	\$19.95/mo	None	No	No	No technical expertise required
<b>Mautic (OSS)</b>	Free (self-host)	Community	Yes	Yes	Simpler UX, managed

PLATFORM	STARTER PRICE	ARABIC/ MENA SUPPORT	WHITE-LABEL	SELF-HOSTED	OUR ADVANTAGE
					hosting option
Rise Mailer ★	€29/mo (target)	Full	Yes	Yes	MENA-first, agency-focused

**🎯 MARKET OPPORTUNITY GAP**

No major email marketing platform serves the MENA/North Africa SMB market with **Arabic language support, local payment methods, white-label reseller options, and data residency in the region.** Rise Mailer is uniquely positioned to capture this underserved segment of 2M+ businesses.

# Honest Assessment of Our Position

## STRENGTHS

- Full control over product (self-hosted Symfony)
- Real-time open & click pixel tracking built-in
- Clean, modern UI matching enterprise tools
- CSV bulk import for contact management
- Audience segmentation with categories
- HTML template editor with visual preview
- Charts & analytics dashboard built-in
- Agency-owned product (Rise Up brand)

## WEAKNESSES

- OVH shared hosting blocks email delivery
- No SPF/DKIM/DMARC authentication setup
- Single-tenant architecture (one DB for all)
- No payment/subscription system
- No API for third-party integrations
- No mobile app
- No A/B testing feature
- No automated drip campaigns

## OPPORTUNITIES

- MENA market has no dominant local player
- Rising digital marketing adoption post-COVID
- Agencies need white-label email tools
- Data privacy laws driving self-hosted demand
- Algerian/Moroccan startup ecosystem growing
- 

## THREATS

- Mailchimp & Brevo expanding to MENA
- Email spam filters getting stricter
- GDPR-equivalent laws in MENA (compliance burden)
- Low willingness to pay in some MENA markets
- Technical talent shortage for scaling team
- Free tier competition from global players

SMBs shifting from cold-call to email outreach

- Government digitalization programs (DZ/MA/TN)
- Partnership with Rise Up agency client base

- Anti-spam blacklisting risk with shared IPs

## Priority Risk Matrix

RISK	IMPACT	PROBABILITY	MITIGATION
Emails not delivering (OVH block)	CRITICAL	100% (now)	Migrate to VPS + dedicated IP
IP blacklisting from shared hosting	HIGH	High	Dedicated IP + email warm-up
Data breach (single DB, no RBAC)	HIGH	Medium	Implement proper RBAC + encryption
Competitor enters MENA market	MEDIUM	Medium	Accelerate feature roadmap

# From MVP to Market Leader

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## 🔥 PHASE 1 — IMMEDIATE (APRIL-JUNE 2026)

### Fix the Foundation - Make Email Work

- Migrate from OVH shared to VPS (Hetzner/Contabo)
- Set up SPF, DKIM, DMARC for domain authentication
- Fix category delete/edit bugs
- Fix tracking/index.html Twig max filter error
- SSL certificate configuration on VPS
- Configure dedicated IP for email sending
- Email warm-up process (start with 50/day)
- Add missing try/catch across all controllers
- Add CSRF protection to all POST endpoints
- Set up automated DB backups

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## ⚡ PHASE 2 — CORE PRODUCT (JULY-SEPTEMBER 2026)

### Multi-Tenant SaaS Architecture

- Multi-tenant DB schema (workspace per client)
- Subscription system with Stripe or local payment
- Campaign scheduler (send at a specific date/time)
- Bounce handling & automatic list cleaning
- Webhook system for tracking events
- User role management (Admin/Manager/Viewer)
- White-label branding per workspace
- Unsubscribe/opt-out link management
- REST API v1 for third-party integrations
- Email deliverability score dashboard

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 **PHASE 3 — GROWTH (OCTOBER-DECEMBER 2026)**

## **Automation & Intelligence**

- A/B testing for subject lines & content → Automated drip campaigns & sequences
- AI-powered subject line suggestions → Send-time optimization (ML-based)
- Advanced segmentation (behavior-based) → Landing page builder integration
- CRM integrations (HubSpot, Salesforce) → Arabic language full support (RTL)
- Mobile app (React Native) → Public API documentation portal

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 **PHASE 4 — MARKET LEADERSHIP (2027)**

## **MENA Dominance & Expansion**

- Data center in MENA region (Bahrain/Egypt) → Local payment: CIB, BaridiMob, CCP, PayPal
- Agency reseller program with commission → Dedicated deliverability team
- ISO 27001 compliance certification → eCommerce integrations (WooCommerce, Shopify)
- SMS marketing channel → WhatsApp Business API integration
- Series A funding round → Target: 5,000 paying clients

# Features That Will Win the Market

-  **Campaign Scheduler**  
Schedule campaigns to send at optimal times. Timezone-aware delivery.
-  **A/B Testing**  
Test subject lines, content, and send times. Auto-send winner.
-  **Advanced Analytics**  
Revenue attribution, heatmaps, link click maps, device breakdown.
-  **REST API + Webhooks**  
Developer-friendly API to integrate with any CRM, CMS, or eCommerce.
-  **Bounce & Unsubscribe Mgmt**  
Auto-remove bounced/unsubscribed emails. CAN-SPAM/GDPR compliance.
-  **Template Marketplace**  
Pre-built industry templates: eCommerce, events, newsletters, promotions.
-  **Drip Campaigns**  
Automated email sequences triggered by user behavior or time delays.
-  **AI Content Assistant**  
Claude/GPT-powered subject line and body text suggestions.
-  **Multi-Workspace**  
One account, multiple brands. Perfect for agencies managing many clients.
-  **Landing Page Builder**  
Drag-and-drop landing pages linked to campaigns for lead capture.
-  **Mobile App**  
Monitor campaigns, approve sends, view stats on the go.
-  **SMS + WhatsApp Channel**  
Multi-channel campaigns: email + SMS + WhatsApp from one platform.

## KILLER DIFFERENTIATOR

No competitor offers **Arabic-first UI + White-Label + Self-Hosted option + MENA payment methods** in one package. This combination is Rise Mailer's unfair advantage. Lock it in before competitors copy it.

# Pricing That Converts & Retains

## STARTER

**€29**/mo

Perfect for  
freelancers & small  
businesses

- ✓ Up to 1,000 contacts
- ✓ 10,000 emails/month
- ✓ 5 campaigns/month
- ✓ Basic analytics
- ✓ Email support
- ✓ 2 team members
- ✓ Standard templates

**MOST  
POPULAR**

## GROWTH

**€79**/mo

For growing  
businesses &  
agencies

- ✓ Up to 10,000 contacts
- ✓ 100,000 emails/month
- ✓ Unlimited campaigns
- ✓ Advanced analytics + A/B testing
- ✓ Priority support
- ✓ 10 team members
- ✓ Custom branding
- ✓ API access
- ✓ Campaign scheduler

## AGENCY / WHITE-LABEL

**€199**/mo

For agencies  
managing multiple  
brands

- ✓ Unlimited contacts
- ✓ 1M+ emails/month
- ✓ Multi-workspace (10 brands)
- ✓ Full white-label branding
- ✓ Dedicated account manager
- ✓ Unlimited team members
- ✓ SLA guarantee (99.9%)
- ✓ Custom domain tracking
- ✓ Reseller dashboard

 **Revenue Projections — Year 1**

PLAN	CLIENTS	MRR	ARR
Starter	200	€5,800	€69,600
Growth	80	€6,320	€75,840
Agency	15	€2,985	€35,820
<b>Total</b>	<b>295</b>	<b>€15,105</b>	<b>€181,260</b>

 **Revenue Projections — Year 3**

PLAN	CLIENTS	MRR
Starter	1,500	€43,500
Growth	600	€47,400
Agency	100	€19,900
<b>Total</b>	<b>2,200</b>	<b>€110,800</b>

# How We Win Customers



## Target Segment 1

**Digital Marketing Agencies** in Algeria, Morocco, Tunisia, France. Need white-label tools to serve their own clients. High LTV, low churn.



## Target Segment 2

**E-commerce & Retail SMBs** with email lists. Need newsletters, promotions, abandoned cart emails. High volume senders.



## Target Segment 3

**Education, Events & NGOs** with regular newsletters. Budget-conscious, need simple tools. Good for volume growth.

## Acquisition Channels

CHANNEL	TACTIC	TIMELINE	EXPECTED CAC	PRIORITY
<b>Rise Up Agency</b>	Pitch to existing agency clients directly	Month 1-2	€0	<b>NOW</b>
<b>LinkedIn Outreach</b>	Target marketing directors in DZ/MA/TN	Month 1-3	€15-40	<b>NOW</b>
<b>Free Trial / Freemium</b>	500 free emails/month to hook users	Month 3	€10-20	<b>HIGH</b>
	Blog: "Email marketing in		€5-15	<b>HIGH</b>

CHANNEL	TACTIC	TIMELINE	EXPECTED CAC	PRIORITY
<b>Content Marketing</b>	Algeria", SEO Arabic	Month 2-6		
<b>Partner Program</b>	30% commission for agency resellers	Month 4-6	€0 (rev share)	<b>MEDIUM</b>
<b>Google Ads (Arabic)</b>	"نظام تسويق بالبريد" keyword targeting	Month 6+	€20-60	<b>MEDIUM</b>

### #1 PRIORITY ACTION — THIS WEEK

**Move off OVH shared hosting.** Rent a Hetzner VPS (€8/mo), configure a dedicated IP, set up SPF/DKIM/DMARC, and start sending real emails. Nothing else matters until emails actually deliver. This is the gate that unlocks every revenue stream.

# Infrastructure for Scale & Reliability

## ● Current Stack (Problems)

- ✗ OVH Shared Hosting — No outbound connections
- ✗ Brevo API — Blocked by OVH firewall
- ✗ Single MySQL DB — No multi-tenancy
- ✗ No Redis — Sessions in files, no queue
- ✗ No SSL on app (OVH handles it)
- ✗ No monitoring or alerting

## ✓ Target Stack (Solutions)

- ✓ Hetzner VPS (€8/mo) — Full control
- ✓ Postfix + dedicated IP — Own SMTP
- ✓ MySQL multi-schema — Tenant isolation
- ✓ Redis — Queues + sessions + cache
- ✓ Let's Encrypt SSL — Free, auto-renew
- ✓ UptimeRobot + Sentry — Free monitoring

## Monthly Infrastructure Cost Projection

SERVICE	PROVIDER	NOW	PHASE 1	PHASE 2	PHASE 3
Web Hosting	Hetzner VPS	€8 OVH	€8	€20	€60
Email Sending	Own SMTP / Brevo	€0 (broken)	€0 / €19	€25	€80
DB Backup	S3 / Backblaze	€0 (none)	€3	€5	€15
CDN	Cloudflare	€0	€0	€0	€20

SERVICE	PROVIDER	NOW	PHASE 1	PHASE 2	PHASE 3
Monitoring	UptimeRobot/ Sentry	€0	€0	€26	€50
<b>Total Infra</b>	—	<b>€8</b>	<b>€30</b>	<b>€76</b>	<b>€225</b>



### Security Priority

Rate limiting, 2FA, IP allowlist for admin, encrypted backups, HTTPS everywhere



### DevOps Priority

CI/CD pipeline, one-click deploy, staging environment, automated testing



### Performance Priority

OPcache, Redis sessions, DB indexes, async email sending via Symfony Messenger

# Concrete Actions

## Starting Today

WEEK	ACTION	OWNER	PRIORITY	STATUS
Week 1	Order Hetzner VPS + configure Nginx + PHP 8.3	DevOps	CRITICAL	Pending
Week 1	Configure Postfix + dedicated IP + reverse DNS	DevOps	CRITICAL	Pending
Week 1	Set up SPF, DKIM, DMARC DNS records	DevOps	CRITICAL	Pending
Week 1	Fix Twig max filter error in tracking page	Dev	HIGH	Pending
Week 2	Migrate prod DB to VPS, test all features	Dev	HIGH	Pending
Week 2	Start email warm-up: 50/day → 200/day → 1000/day	Marketing	HIGH	Pending
Week 2	Fix category bugs, add all missing error handling	Dev	MEDIUM	Pending
Week 3	Launch first paying client on Rise Mailer	Sales	HIGH	Pending
	Set up UptimeRobot	DevOps	MEDIUM	Pending

WEEK	ACTION	OWNER	PRIORITY	STATUS
<b>Week 3</b>	monitoring + Sentry error tracking			
<b>Week 4</b>	Build campaign scheduler feature	Dev	<b>MEDIUM</b>	<b>Pending</b>
<b>Month 2</b>	Implement unsubscribe link + bounce handling	Dev	<b>MEDIUM</b>	<b>Pending</b>
<b>Month 2</b>	Stripe payment integration (starter subscription)	Dev	<b>MEDIUM</b>	<b>Pending</b>
<b>Month 2</b>	LinkedIn outreach to 50 target agencies	Sales	<b>MEDIUM</b>	<b>Pending</b>
<b>Month 3</b>	Multi-tenant: workspace isolation per client	Dev	<b>PLANNED</b>	<b>Pending</b>
<b>Month 3</b>	Launch white-label pilot with 3 agencies	Sales	<b>PLANNED</b>	<b>Pending</b>

# The Path to Market Leadership

## THE SINGLE MOST IMPORTANT INSIGHT

Rise Mailer already has everything a market-leading email tool needs — **except working email delivery**. Fix the infrastructure first. Every feature, every sale, every growth hack is worthless if emails don't arrive in the inbox. This is Job #1.



### Month 1 Goal

Emails delivering reliably on a VPS with proper authentication. First paying client onboarded.



### Month 6 Goal

€3,000/month recurring revenue. 50+ paying clients. Campaign scheduler + unsubscribe live.



### Year 1 Goal

€15,000/month MRR. 300 clients. White-label program live. #1 email tool for MENA agencies.

## Key Success Metrics

**98%**

TARGET  
DELIVERABILITY

**25%+**

TARGET OPEN  
RATE

**<2%**

TARGET CHURN  
RATE

**99.9%**

UPTIME SLA  
TARGET

**<3s**

PAGE LOAD  
TIME

**NPS 60+**

CUSTOMER  
SATISFACTION

span

**Fix Twig max filter error —**

4

Tracking page crashes in production

5

**Pitch to 5 Rise Up agency clients —** First revenue, zero CAC



## Rise Mailer — Built to Win

The product is ready. The market is waiting. The only thing between Rise Mailer and market leadership is execution speed. Start today.

Prepared by Claude Code · March 2026 · Rise Up Agency