Auto Import and Export

AGNITAS
e-mail & marketing automation

Fastest implementation of standardized data exchange

Auto Import and auto Export provides you with the fastest-to-implement interface for regular data exchange. The method is as simple as it is effective. The data exchange takes place via a simple CSV file (the most common data format) and is based on our normal import and export.

The profile not only defines the fields you want to export or import, but also how often the data is updated. From once a week, to once a day, to every hour (for an extra charge), all update intervals are possible.
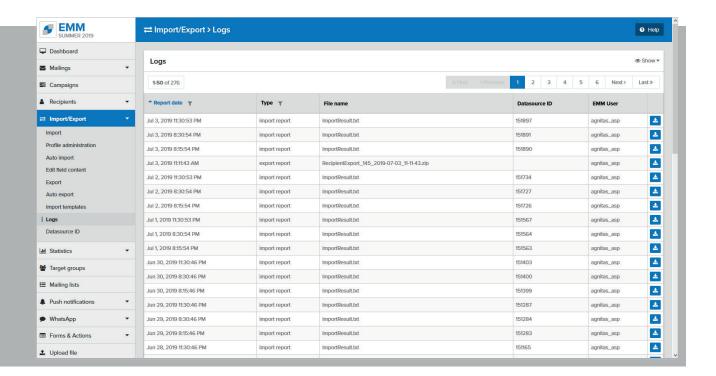

Advantages of auto import and export

✔ Access to the most up-to-date database through automated data exchange without manual effort

✔ Data is synchronized in each direction by bidirectional data flow

✔ Achieve maximum flexibility and use your complete knowledge for individual campaigns

✔ The interface allows other systems to be integrated as required

Handling and possibilities

The file is either provided or stored on an AGNITAS server (for an extra charge) or on your own SFTP server. You can fill and export recipient data and reference tables (part of the Retargeting Package). This allows you to synchronize any data with the EMM. If you use the Automation Package, you can also automatically export the recipient data for mailings. It is also possible to automatically export all response data or changes to recipient profiles of the previous day for further processing (in your CRM, for example).

Advanced usage

We offer you the auto mapping as an optional feature (at no extra charge). If the column labels in your CSV file are the same as the field names in the EMM, the program automatically detects which values need to be imported into which field. This feature is useful if the structure of your CSV file changes regularly.

Profit from the simple handling

✔ Fast and easy implementation
✔ Especially suitable for bulk updates
✔ No development expense on both sides
✔ Additional password protection for ZIP files possible