Automation Package

AGNITAS
e-mail & marketing automation

Marketing Automation: Intelligent processes for precision contents

With the Automation Package you can supply your recipients with the right contents at the right time. Dispatch of automated mailings on a particular occasion, such as a birthday voucher or product recommendation, becomes child's play. The Automation Package produces its maximum effect in conjunction with the Retargeting Package.

Benefits of the Automation Package

✔ Exectuing complex campaigns via simple drag & drop
✔ Individual response analysis through response tracking on recipient basis
✔ Safety in permission issues through the necessary proof in the mailing history
✔ Higher conversions and revenue due to followup mailings

Components of the Automation Package

The Automation Package provides you with mailing history, recipient lists for single mailings, followup mailings and additional features for the Campaign Manager.

Mailing History

The mailing history enables you to see at a glance who has received which mailing and how often it has been opened and clicked.

✔ Overview of all mailings inclusive response data of the last 90 days at recipient profiles
✔ Additional target group filters (mailing received, clicked on link, revenue in)
✔ Verification function in case of legal questions (audit safe)

Recipient lists for single mailings

With the recipient overview you can see directly on a single mailing, which customers received it and how they reacted to it.

You can use immediately these response data (openings, clicks, bounces, unsubscriptions) to process that information in other channels, e.g. by phone.
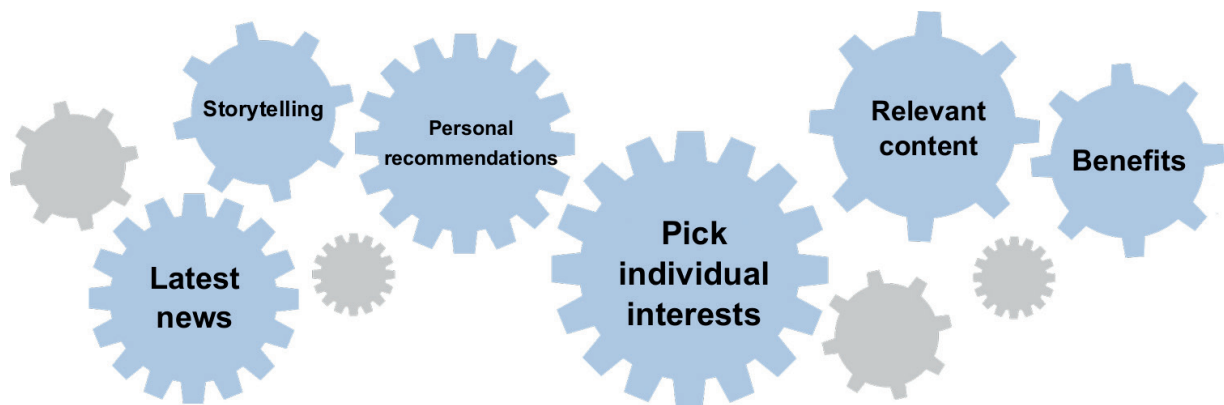
Followup Mailings

Contact recipients who have shown particular behavior in response to a previous mailing again in the followup mailing.

You can send followup mailings for responses such as „not opened", „not clicked" or „not purchased" and raise the success of your campaign.

Extended Top Domain Statistic

With the extended Top Domain Statistic you can see in addition which domains respond the most on your mailings.

On that basis you can decide, how much effort you should invest in optimizing the presentation of your newsletters for the single domains.

Campaign Manager extended

In addition to the standard functions of Campaign Manager, you get further features:

✔ No-paths for decisions:
   Enables you to act differently to recipients who don't meet special criteria.
✔ Profile field history:
   Use changes at recipients' profiles to create custom fit campaigns.