



E-Marketing Manager (EMM)

Function comparison of the four marketing software variants



Functional Scope

User Interface	SaaS	Inhouse	Xpress	OpenEMM
(Online-) access via web browser	✓	✓	✓	✓
Multi-language user interface (GER, EN, FR, ES, IT, NL, PT)	✓	✓	✓	✓
Responsive user interface	✓	✓	✓	✓
Whitelabel-Capability *	✓	✓	✗	✗
Dashboard	✓	✓	✓	✓
Calendar with reminder and comment function	✓	✓	✓	✓
Individual user rights & role administration (GDPR-compliant)	✓	✓	✓	limited
Tooltips & help balloons	✓	✓	✓	✓
Context sensitive Online-Help and in-depth manual (PDF)	✓	✓	✓	✓
Countdown for session timeout	✓	✓	✓	✓
News center with new EMM features and changes	✓	✓	✓	✗
User-specific views configurable	✓	✓	✓	✓
Permission Management	SaaS	Inhouse	Xpress	OpenEMM
Mailinglists	✓	✓	✓	✓
Registration procedure: Confirmed opt-in, double opt-in	✓	✓	✓	✓
Forms for user self-administration: subscribe, unsubscribe, change data	✓	✓	✓	✓
Bounce management	✓	✓	✓	✓
Lead Management	SaaS	Inhouse	Xpress	OpenEMM
Database for storing of recipient profile	Oracle	Oracle, MariaDB or MySQL	MariaDB	MariaDB or MySQL
Create and delete database fields, bulk-updates of content	✓	✓	✓ without bulk update	✓
Create, change or delete recipients (manually or automatically)	✓	✓	✓	✓
Search for recipients throughout all database fields	✓	✓	✓	✓
Automated profile enrichment:				
• Latest reactions (date of latest opening, latest click)	✓	✓	✓	✓
• Recipient status history: Changes of permissions	✓	✓	✓	✓
• Contact history: Response to all received mailings (Part of the Automation Package) *	✓	✓	✗	✗
• Retargeting history: Behavior tracking data of the homepage (Part of the retargeting package) *	✓	✓	✗	✗
• Device history: Reactions per device	✓	✓	✗	✗
• Insights: Recipient based analysis	✓	✓	✗	✗
• Individual profile enrichment	✓	✓	✓	✓
Import & export of data through CSV (Zip files possible) - also automated (look at Data Management) *	✓	✓	non-automated	non-automated
Creation of target groups on the basis of recipient reactions (opened, clicked, bought) per drag & drop	✓	✓	✓	✓ without bought
Creation of target groups based on the used end devices and e-mail clients	✓	✓	✗	✗
EQL-editor for creation of complex target groups	✓	✓	✓	✓
Statistical evaluations according to target groups	✓	✓	✓	✓
Realtime calculation of the target group size in one mailing or the target group	✓	✓	✓	✓
Blacklist	✓	✓	✓	✓
Mailing Creation	SaaS	Inhouse	Xpress	OpenEMM
Types: normal mailings, transaction mailings, followup mailings, trigger mailings (action- and date based), interval-based mailings	✓	✓	no interval and followup mailings	no interval and followup mailings
Mailing-Assistant	✓	✓	✓	✓
Template technology: Creating mailings based on building blocks	✓	✓	✓	✓
Predefined responsive templates	✓	✓	✓	✓
Predefined HTML-Editor with syntax highlighting and syntax checks	✓	✓	✓	✓
HTML-to-Text-Converter	✓	✓	✗	✓
WYSIWYG editor	✓	✓	✓	✓
E-Mail Creator: choice of different templates for easy mail creation by drag and drop (inclusive a choice of different templates)	✓	✓	✓	✗

Mailing Creation	SaaS	Inhouse	Xpress	OpenEMM
International character sets	✓	✓	✓	only UTF-8 and ISO8859
Personalization / individualization by means of placeholder types (AgnTags)	✓	✓	✓	✓
Individual and precast forms of salutation	✓	✓	✓	✓
Barcode generator	✓	✓	✓	✗
Voucher management (part of the retargeting package)*	✓	✓	✓	✗
Real time content	✓	✓	✓	✗
Link extension to tracking parameters (e.g. for tracking with IntelliAd and more)	✓	✓	✓	✓
Share-with-your-network-function	✓	✓	✓	✗
Undo function	✓	✓	✓	✓
Copying mailings as templates	✓	✓	✓	✓
Export mailings and import them to other clients	✓	✓	✗	✗
Comprehensive search and filter functions	✓	✓	✓	✗
Target group-driven content	✓	✓	✓	✓
Automated insert of external content (e.g. via RSS, XML, etc.)	✓	✓	✗	✗
Sending of file attachments and personalized PDFs (digital invoice dispatch)	✓	✓	✓ without personalization	✓ without personalization
Mediapool as central administration of images, videos, fonts and PDFs	✓	✓	✓	✗
Editor for images in mailings	✓	✓	✓	✓
Archive function for categorising mailings	✓	✓	✓	✓
Mail Transmission	SaaS	Inhouse	Xpress	OpenEMM
E-mail transmission formats: Text, HTML, Inline HTML	✓	✓	✓	✓
Auto-optimization (based on openings, clicks, revenue)	✓	✓	✗	✗
A / B testing with the aid of list split functionality	✓	✓	✓	✗
Integrated preview function for any desired recipient, various devices (smartphone, tablet, PC) with activatable image display	✓	✓	✓	✓
Test transmission to predefined distribution list and individual people	✓	✓	✓ without individuals	✓
Optional delayed sending	✓	✓	✓	✗
Selection of maximum sending volume	✓	✓	✓	✓
Duplicate check	✓	✓	✓	✓
WebView for mailings	✓	✓	✓	✓
Online newsletter archive for recipients	✓	✓	✓	✓
Response filter for e-mail returns with forwarding function	✓	✓	✓	✓
Marketing Automation	SaaS	Inhouse	Xpress	OpenEMM
Campaign Manager <ul style="list-style-type: none"> • Planning, driving and monitoring of complex e-mail campaigns • Example campaigns (A/B-Test, Double-Opt-in, Birthday) as templates • Test runs with shortend waiting times 	✓	✓	✗	✓
Statistics	SaaS	Inhouse	Xpress	OpenEMM
Statistical real time evaluation with graphical representation	✓	✓	✓	✓
Evaluation across all recipients and individual target groups	✓	✓	✓	✓
Evaluation of absolute and proportional values	✓	✓	✓	✓
Evaluation of freely definable periods	✓	✓	✓	✓
Evaluation by device type (PC, Smartphone, Smart TV, Tablet) for openings, clicks and revenue	✓	✓	✓	✓
Device overview of a single mailing and the whole mailing list (based on the response data of the last 90 days)	✓	✓	✗	✗
Various statistics for a recipient (e.g. Insights, Contact-History, Device-History, Retargeting-History, etc.)	✓	✓	✗	✗
More than 30 indicators, e.g.: Openings, clicks, delivered e-mails, sent e-Mails, bounces, unsubscribers, etc.	✓	✓	✓ excl. revenue	✓ excl. revenue
Top domain statistics for each mailing and the entire mailing list	✓	✓	✓	✓
Click statistics for each link	✓	✓	✓	✓
Clicks, openings and deliveries over a certain period	✓	✓	✓	✓

Evaluations	SaaS	Inhouse	Xpress	OpenEMM
Shares in social networks	✓	✓	✓	✗
Bounces (soft and hardbounces)	✓	✓	only hardbounces ✓	✓
Revenue statistics including the conversion rate	✓	✓	✗	✗
Benchmark comparison: Anonymous comparison with other EMM customers in the same industry with regard to opening rates, click rates, unsubscribe and bounce rates	✓	against surcharge, only possible with Oracle DB	✗	✗
Heatmap for mailings	✓	✓	✓	✓
Mailing comparison	✓	✓	✓	✓
Evaluation of the recipients based on <ul style="list-style-type: none"> Status Mailingtype Domains 	✓	✓	✓	✓
Statistics exportable as CSV	✓	✓	✓	✓
Individual reports as CSV or PDF: Mailing comparison, mailing statistic, recipient statistic	✓	✓	✗	✗
Behavior tracking based on mailings (evaluation of key figures of website and webshop; part of Retargeting Package)*	✓	✓	✓	✗
Marketing Intelligence Analyzer (MIA): KPIs and forecast indicators about the development of your mailing lists; monthly updates	✓	✓	✓	✗
Customer Insights for the entire mailinglist: behavior based recipient scoring, recipient classification into customer clusters, retargeting KPIs, etc.	✓	✓	✗	✗
Data Security	SaaS	Inhouse	Xpress	OpenEMM
Encrypted e-mail dispatch	✓	✓	✓	✓
Upload area for protected data exchange	✓	✓	✗	✗
Password protection	✓	✓	✓	✓
Encrypted data transmission	✓	✓	✓	✓
Login block	✓	✓	✓	✓
Release function **	✓	✓	✗	✗
Audit-proof user activity log	✓	✓	✓	✓
Automatically link encryption	✓	✓	✓	✓
2-way authentication	✓	✓	✓	✓
Logging of every import & export	✓	✓	✓	✓
Access control of the data centers and access protection for servers according to ISOs standards	✓	Internal protective measures of the customer	✓	Internal protective measures of the customer
GDPR relevant Features	SaaS	Inhouse	Xpress	OpenEMM
Tracking veto set by the recipient: <ul style="list-style-type: none"> Registration form with integrated request for tracking approval Tracking veto activatable any time via e-mail footer Recipient profile will be tagged once the recipient activates the tracking veto (usable for target groups) Separated collection and statistics for anonymised openings and clicks in case of tracking veto Separated campaign management for recipients with the tracking veto for decisions based on response data Option to exclude people with tracking veto from follow up mailings Differentiation in anonymisation between adverting mails and service / transactions mails due to burden of proof Option to subsequently clearing response data in case of a tracking veto 	✓	✓	✓	✓
Optional: general tracking veto for client	✓	✓	✓	✓
Information report in machine-readable form (TXT-format)	✓	✓	✓	✓
bcc-address for a legal activation of double opt-in mailings and service / transactions mailings	✓	✓	✓	✓
Export of the user activity log (= information report of a user's activities in the EMM)	✓	✓	✓	✓
Extention of the user rights systems in order to enable the GDPR compliant sub-client solution which has only access to certain personalised data	✓	✓	✓	✗
Individual and temporary access rights for the AGNITAS-Support	✓	Basically no access possibilities	✓	✗

Premium Features

Premium Packages	SaaS	Inhouse	Xpress	OpenEMM
Automation Package <ul style="list-style-type: none"> Contact history: Overview of all mailings sent to a recipient Followup mailings Campaign Manager extended: <ul style="list-style-type: none"> → No-paths for decisions (e.g. mailing received, but not opened) → Profile field history Recipient lists for single mailings with response data (exportable) Extended top domain statistic Extended target group filter: Revenue in mailing, link click 	✓	✓	✓	✗
Retargeting Package <ul style="list-style-type: none"> Behavior Tracking: Captures recipient behavior on the website Reference tables: Storage of individual data, e.g. product catalogues or vouchers Extended Customer Insights 	✓	✓	✓	✗
Layout Package <ul style="list-style-type: none"> Layout Builder: Editor for creating and customizing your own E-Mail Creator templates Inbox Preview: E-mail preview on different desktop, web, mobile and spam clients to check the layout 	✓	✓	✓	✗
Analytics Package <ul style="list-style-type: none"> Marketing Intelligence Analyzer (MIA) Premium: Additional key figures and forecast values, daily update Pre Delivery Check Post Delivery Check Data quality report 	✓	✓ without data quality report and post delivery check	✓	✗
Delivery Package <ul style="list-style-type: none"> Send Time Optimization: Automated dispatch time optimization for every single recipient Advanced Hardbounce Validation: Automated validation & reactivation of hard bounces Mailing Cockpit: Prioritization and controlling of mailings which are sent to one recipient per day 	✓	✓	✓	✗
Cross Media	SaaS	Inhouse	Xpress	OpenEMM
Dispatch of Web Push Notifications	✓	✓	✓	✗
Dispatch of individualized print mailings (Triggerdialog) 	✓	✓	✓	✗
Recipient generation via Facebook Lead Ads (EMM standard interface)	✓	✓	✓	✗
Dispatch of SMS	✓	✓	✓	✗
Dispatch of fax messages	✓	✗	✓	✗
Data Management	SaaS	Inhouse	Xpress	OpenEMM
Auto-Import, Auto-Export (hourly updates possible): <ul style="list-style-type: none"> Import of recipient data as well as reference tables Export of recipient, mailing and response data 	✓	✓	✓	✗
Interfaces: Data Agent, Webservices, RESTful, Google Data Studio, Facebook and Instagram Lead Ads, Shared Data, AGNITAS Data Warehouse, individual developments	✓	✓	✓	✓ without bulk web services
Content Hub: Automatically gather and process content of external sources	✓	✗	✓	✗
Administration	SaaS	Inhouse	Xpress	OpenEMM
Multi-client capability	✓	✓	✗	✗

Advantages of the individual EMM solutions

Advantages of EMM SaaS



Whitelisting for the highest possible degree of delivery.

With the web based solution you save on hardware procurement and installation costs as well as ongoing costs for maintenance and backups.

AGNITAS assumes the operation and administration of the hardware in high-end data centers in Munich.

You profit from the high quality and security standards of AGNITAS in accordance to ISO 27001:2013, ISO27017:2015 and ISO27018:2014

You always work with the latest version and the full range of features – it includes all updates.

Advantages of EMM Inhouse



The security of your data is totally in your own hands, no passing of data to third parties is necessary.

License solution: Buy once, use permanently. There are no monthly charges for the use of the software.

We will also support you with installation and maintenance of hardware as well as whitelisting.

Simple integration of the license solution into your existing IT infrastructure to any depth.

Inhouse administration keeps you completely independent.

Advantages of EMM Xpress



In the EMM Xpress variant, you use a limited range of functions of the SaaS variant for the flat rate.

Software and hardware administration are outsourced to us.

Unlimited shipping volume, with limited recipient profiles (50,000 or 200,000).

Advantages of OpenEMM



In the open source variant, you have created the maximum control over your data. Address forwarding to third parties is not necessary.

In the open source version, you use a significantly limited range of functions of the E-Marketing Manager for free.

Unlimited service life, no costs for use.

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