Automation Package

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

- Can realize complex campaigns
  Easy to operate with drag & drop

- Individual response analysis
  Response tracking on recipient basis

- Security in permission questions
  Verification with mailing history

- Sales growth
  Follow-up mailings raise conversions

Minimum use of resources – maximum effect!
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
- Definition of target groups, using mailings already sent
- 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 to which domains your mailings have been delivered.

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.

Contact us for more information:
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