AGNITAS E-Marketing Manager
Manage, send and evaluate mailings
AGNITAS E-Marketing Manager

AGNITAS E-Marketing Manager (EMM) is a multi award-winning e-mail marketing software. We are constantly developing the EMM to best meet your needs and those of the market.

No one customer is the same – that’s why our software is adaptable to your IT infrastructure, corporate design and your personal requirements. To meet the high demands, we rely on the best and most efficient technologies. With the E-Marketing Manager, you can address your customers using simple mailings through to individualized and fully automated content. You can choose between the Software-as-a-Service solution (EMM SaaS) or the licence solution (EMM Inhouse). No matter which option you choose, our professional service team will gladly help you implement your campaigns and assist with any questions.

E-Mail Marketing & Marketing Automation

Professional e-mail marketing can be seen as a permanent cycle. The EMM supports you at all stages of the cycle:

#### Lead Management

There are various possibilities in the EMM to import your valuable customer addresses, but also additional information, such as product and purchasing data:

- manual import/export
- automated import/export *
- web services *
- web forms
- DataAgents *

* Premium Services for an additional charge
Mailing lists that run into the millions are no problem for our fully scalable high-performance databases. Besides importing, you can of course export all data as a CSV or PDF.

With the existing form templates for subscription, unsubscription and making profile changes, your recipient can maintain and amend data with the click of a mouse. In addition to the double opt-in recommended under German law, the EMM also supports subscriptions using confirmed opt-in or by e-mail. In the EMM, you can manage multiple independent mailing lists in parallel, if you have mailing lists for different countries for example.

With the DataAgent (premium feature), you can automatically synchronize the database contents of the EMM with your inhouse database, e.g. your CRM database. The DataAgent helps you to ensure all customer data is up-to-date, consistent, and compliant with regulations. Data exchange is fully automated and encrypted over standardized interfaces. This ensures e-mail marketing is seamlessly integrated into your existing communications mix.

A simple alternative form of automated data exchange is Auto Import and Auto Export (premium feature). In this way a CSV file with recipient data, saved on a server, can be imported automatically into E-Marketing Manager. Data can also be exported in exactly the same way. The time for the automated data exchange to take place can be freely configured.

When communicating with your recipient, you can use any profile information to create a target group. In closed-loop marketing, you go a step further and use recipient’s behavior to communicate content that is tailored to your readers (customized content). By networking with your CRM database or your shop system, you can carry out real 1:1 marketing campaigns with individualized and automated content, e.g. retargeting via e-mail.

**Mailing Creation**

With the EMM, you can easily create and customize mailings. You control exactly what recipient receives what content and in what order. By using target-group-specific and individualized building blocks, you can make the content more relevant for the recipient.

Templates customized to suit your needs help you create mailings and provide a uniform framework in your corporate design. Using the HTML-to-text converter, you can easily convert HTML mailings into text mailings using only half the effort. Additional formatting can be very easily implemented using the integrated HTML editor (WYSIWYG editor). This means no HTML knowledge is required to create new content. Creating mailings is made even easier through drag and drop using the E-Mail Creator.

Using responsive layouts and various text and image modules, you can create your mailings rapidly and without complications.

You can work even more flexibly with Layout Builder (premium feature).

In the twinkling of an eye you can set up your own layouts for simple e-mail handling with E-Mail Creator. In this way you can adapt your templates independently to fit your corporate design and create layouts at any time.
Always send mailings that will be well received by your recipients! Using auto-optimization (= A/B testing) based on openings, clicks or sales figures, you can test different versions of a mailing against each other and the more successful mailing is automatically sent to all recipients. Or write only to subsets of your recipient list with the list split function and in turn divide the delivery over several days, for example, to coordinate feedback from customers.

Besides normal mailings, the EMM can also send date-based mailings, e.g. birthday e-mails, or action-based mailings, such as the double opt-in mailing. Other mailing types include interval mailings, which are used for regularly recurring events, e.g. total points information, and follow-up mailings, which can be used to reach responders or non-responders of previous actions.

Customized Content

With the right content you can drastically raise your opening and click rates. Relevant contents, such as individual purchase recommendations, news from the recipient’s areas of interest, or the latest weather, generate much more attention than pure advertising newsletters.

AGNITAS offers you various facilities for integrating customized content into your mailings.

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<th>Content Package (Premium Feature)</th>
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<td>Various content modules are available for integration. The modules can be booked individually, so that you can assemble your customized content package.</td>
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- **News from your recipient’s areas of interest:** Select a heading which fits your target group, such as daily news, lifestyle, technology or fashion. Brief and concise news texts are automatically incorporated into your newsletter.
- **The latest weather for the recipient’s location:** Using the recipient’s postcode, you can incorporate the local weather forecast into your mailing.
- **The recipient’s personal horoscope:** Using the date of birth, a horoscope can be found and published for every recipient.
- **Personalized images:** Personalized images ensure particular attention, e.g. for birthday or name-day mailings.

Marketing Automation

In the Campaign Manager editor, use drag and drop to create interlinked automated e-mail campaigns with symbolic icons. Multi-level mailing actions can be planned, implemented and analyzed in a single window.
Automation Package (Premium Feature)
The Automation Package provides you with the full functional range of Campaign Manager. Create automated, multi-level campaigns to include even non-responders (negative decisions) and send follow up mailings suitable for every response. The mailing history means you can always keep an eye on which recipient has received which mailing and how he has responded to it.

Retargeting Package (Premium Feature)
The Retargeting Package enables you to exploit the full potential of your website’s visitors and supplement your recipient profiles with valuable data. By means of behaviour tracking, the content of your mailings can be adapted completely to reflect your visitors’ purchasing behaviour. Remind your recipients automatically of abandoned shopping baskets or products they have viewed, or recommend the right accessories.

An easier way to make mailings go further and reactivate customers!
To ensure your mailings and offers reach beyond your mailing list, there are the following possibilities to increase their reach:

- **Tell-a-friend function**: This function allows the personalized forwarding of your newsletter to friends and acquaintances of the newsletter recipient.
- **Share-with-your-network function**: By integrating the SWYN button, the recipient can share your newsletter or parts of it on their social networks.

Delivery

In addition to the built-in preview function, you can also check how the mailing will appear before it is sent using the following options:

- Test delivery to an internal recipient group
- Link checker to check for faulty or broken links
- Spam check (Pre Delivery Check)*
- Inbox preview*
- Post Delivery Check* (monthly delivery control)

The **Inbox Preview (Premium Feature)** shows you how the mailing will appear with various e-mail clients, browsers and devices. You can therefore check your mailing without having to have your own test device or test account each time.

The following delivery formats are available for sending the mailing: Text, HTML and inline HTML (as MIME multipart with file attachments). The delivery rate – up to over 5 million e-mails per hour – and also the number sent can be chosen freely. Alternatively, a delayed delivery can also be made.

**Professional handling of all transaction e-mails (Premium Service):**
Send visually appealing invoices, reminders, order confirmations, credit memos, e-tickets, bank statements, etc. directly from the current business process over the whitelisted AGNITAS server. The necessary data for the transaction e-mail is transmitted by an automated and on demand process from your IT system to our platform and sent. Evaluations requested such as opening and click rates are delivered in real-time.

*Premium Services for an additional charge*
AGNITAS is whitelisted with all relevant e-mail providers and is a member of the Certified Senders Alliance (CSA). Direct contacts with relevant Internet service providers and the partnership with Return Path help ensure mailings are delivered.

The receipt of all e-mails with the major providers is monitored. You can request the Delivery Check as a performance review.

Measures to increase deliverability: Reverse DNS, X-CSA-Complaints, Whois entry, RFC compliance, active monitoring of over 70 RBLs (real-time blacklists), DKIM authentication and SPF method

In terms of statistics, the numbers of mailings actually delivered can be checked.

Bounce management or processing permanently and temporarily undeliverable e-mail addresses

- permanently undeliverable: automatic deactivation of the respective e-mail addresses in the profile database
- temporarily undeliverable: scoring system with several delivery attempts

Once a particular scoring value is exceeded, the address is deactivated.

Blacklist with search and import function to globally exclude unwanted e-mail addresses

Successful e-mail delivery is not a coincidence!

AGNITAS delivery check

Whitelisting with all major providers

Code of honour for e-mail marketing and CSA membership

whitelisting
member of the CSA
increasing deliverability
bounce management
blacklist
Analysis & Statistics

The E-Marketing Manager gives you extensive evaluation options so that you can **continually analyze and optimize** your mailings and newsletters:

- **Evaluation of mailings across all recipients or by target groups related to a time period of your choosing:**
  - Mailing key indicators:
    - deliveries, openings, clicking recipients, bounces, no. of unsubscriptions, no. of mailings retrieved through end devices, sales (with shopping figures) etc.
    - Link clicks with distinction between productive (e.g. product links in the shop) and administrative links (e.g. unsubscribe link) and evaluation of measurable links in forms and landing pages
  - Heatmap to visually present clicks within a newsletter sent
  - Benchmark: anonymized comparison with the average values of other EMM customers of the same industry and cross-industry regarding opening and click rates as well as unsubscription and bounce rates
  - Evaluation of opening and click statistics
  - Top Domain statistic
  - Social network statistics: no. of shares and clicks on various networks
  - Export of statistics in the system independent CSV data exchange format

- **Individual reports for optimal analysis:**
  - Selection from 30 different key indicators
  - Own configuration of scope, content, timing and format
  - Output as PDF or CSV file

- **Mailing comparison:**
  - Examination of any number of mailings and actions in one report
  - Recognizing of consequences of single control measures
  - Tracking of trend developments for a longer time period

**Behavior tracking (part of Retargeting Package):** With behavior tracking, you go one step further. These not only measure responses such as openings or clicks, but also the success of the e-mail marketing action in the online shop:

- Number of visited shop pages
- Sales generated, number of purchases, average basket value
- Composition of shopping baskets
Operation and Administration

On the dashboard, you can quickly access the most relevant areas. Important information about the last edited mailings will be shown in a clear display. The detailed context-sensitive online help supports you at all stages of creating a mailing. Various wizards simplify individual work steps, such as importing and exporting recipient data. With the calendar function for all users (in week and month view), you always have an overview of delivery dates. Thanks to the reminder function, you will never miss an important event.

The EMM can be used worldwide:
- Access using a web browser from any PC/laptop with an internet connection
- User interface in different languages, such as German, English, French, Spanish, Portuguese, Dutch, Greek
- All character sets supported so you can send e-mails in Greek, Russian, Arabic or Chinese

Your account can be set up with any number of individual user accounts. The rights of the individual user can be freely configured (e.g. administrator access with access to all functions or statistics access with access to only the statistical evaluations).

The multi-client capability of the E-Marketing Manager allows the user to create wholly separate accounts on request.

Examples of applications:
- Separation of e-mail marketing activities of different business sectors
- Separation of different customers e.g. agencies
- Different accounts for each country organization in multinational companies

Flexibility and Individuality

We customize the software to your requirements!

The following customizations, extensions and projects are some examples of what we have already carried out with and for our customers:
- International platform in the corporate design of the customer with central data and content management (white-label solution)
- Connection to a recommendation engine
- RSS and newsletter from CMS systems

We offer an open e-mail marketing platform with room for your own extensions!
We integrate the EMM into your IT environment!

- Web service interfaces for connection to external systems such as CMS, CRM or ERP software as well as special connectors for SugarCRM and Typo3
- Numerous web services to manage third-party systems from the EMM (mail delivery, recipient management, etc.)

Service, Support & Advice

Of course, we are always happy to assist you with any questions!

- Support via phone and e-mail
- Integrated context-sensitive online help for quick answers to questions
- Detailed manual in German and English
- Comprehensive training programs in the form of PC trainings and webinars as well as inhouse trainings at the user’s premises
- Expert advice on all aspects of e-mail marketing

Software-as-a-Service or Inhouse? We have both.

EMM as a SaaS solution

The EMM SaaS is an award winning, web-based e-mail marketing software. You do not need to worry about hardware or databases, we take over the operation and administration in our high-end data centre in Munich. In the Software-as-a-Service version, you benefit from the full range of functions of the EMM.

Benefits of the SaaS solution

- Whitelisting for maximum deliverability
- You save on the cost of the purchase and installation of hardware and ongoing costs for maintenance and backups.
- You benefit from the highest security and quality standards of AGNITAS.
- You always use the latest version of the EMM – all updates are included.

EMM as Inhouse solution

With EMM Inhouse, you purchase a license for the award-winning E-Marketing Manager. You use your own IT infrastructure and thus have maximum control over your data. On request, we can support you with installation, maintenance and whitelisting.

Benefits of the Inhouse solution

- The security of your data is completely in your hands, there is no need to disclose addresses to third parties.
- License solution: buy once, use permanently.
- Through inhouse administration, you remain completely independent.
Data Protection and Data Security with AGNITAS

Data protection and security are our top priority! At AGNITAS, the highest safety standards apply with physical, electronic and legal measures for data protection.

**Highest IT security standard with ISO 27001:2013 certification**

With the ISO certification according to 27001:2013, our company has been certified with the highest IT security standard.

AGNITAS has introduced an Information Security Management System (ISMS) to see through and monitor the implementation of information security within the organization. If you hold your customer databases with us, you can be confident that we manage your data in accordance with the highest level of security. Our main goals are ensuring the confidentiality, availability and integrity of the data.

A small summary of some of our security measures:

- Information Security Management ISO 27001:2013 with an expert forum to manage and monitor the security strategy
- Strict rules of conduct and access for all employees and service providers
- Data encryption system and specific guidelines for external data exchange
- External operational data protection expert from a renowned law firm
- Comprehensive monitoring systems and checklists for systems and database administration
- Business continuity management for protection against malfunctions and failures
- Access regulations and special measures for our data centre in Munich to ensure our systems are extremely fail safe

Safety features in the E-Marketing Manager:

- Secure access with password protection and encrypted data transmission
- Two-factor authentication to prevent registration by third parties who have accessed your access details without authorization
- Login lock after three failed login attempts (can also be customized)
- Enable function in conjunction with user rights
- Activity log for administrators: which actions have been carried out by which users within a certain period
- Protection against brute-force attacks, against internal XSS scripting and SQL injection attacks
- Encryption algorithms for link-coding, which are currently considered unbreakable

With a variety of codes of conduct and protection measures, we ensure that your data is always safe.
E-Mail Marketing is a matter of trust!

We take pleasure in planning ahead for the success of our customers.

“ I have worked with AGNITAS ever since the internet boomed. I most welcome the stability, honesty and reliability of the company.

Stefan Bauer
Executive Board, Marit AG

“ With AGNITAS, we have the ideal partner with which we can realize individual e-mail marketing solutions for our travel customers with security, flexibility and speed.

Markus Faller
Managing Director, mailingcrew GmbH