User & Client Management

Rights management E-Marketing Manager

With user and client management within the E-Marketing Manager, a user with administrator rights can manage several clients and in addition allocate individual access rights for these clients to further users.

It thus provides a facility for setting up access to the E-Marketing Manager for several persons, with different rights.

Specific and individual user groups

Each user should be allocated to a user group. These are either groups predefined by AGNITAS with set access rights, or user groups which you yourself have set up. The E-Marketing Manager offers the following groups as standard:

- **Administrator:** maximum rights assignment
- **Analyst:** key focus: statistical features
- **Data administrator:** key focus: address management
- **Manager:** reading rights for everything, no operating duties
- **Editor:** key focus: production of mailings
- **Technician:** key focus: forms and campaigns, production of mailings

**The benefits of management are plain:** You can distribute among a number of staff the various stages of work involved in the preparation and follow-up of e-mail campaigns.

You control the rights assignment yourself and can assign individual authorisations or your own user groups in a flexible way. Naturally these rights can also be withdrawn or modified. For example, it is possible to allow a member of staff access solely to the statistical function, or you can assign access rights for setting up mailings and entering contents to an external staff member who is drawing up the articles in your newsletter.

You can set access rights for users per client individually and, using the activity protocol, you will have control over the individual user's work at all times.

Client management

The master client has comprehensive access rights to AGNITAS software and is, so to speak, the primary account. He himself can set up secondary accounts (sub-clients) and allocate specific rights to them.

This feature is particularly suitable for agencies, who in this way can provide their clients with an efficient e-mail marketing tool with separate accounts, or companies which control subsidiaries in their group.

E-mail marketing: Intelligent working as a team
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Managing users

It is possible to define as many users per client as desired. A user always has access to the database and to the settings of the client in question. Using a drop-down menu, users can be allocated rapidly and conveniently to a particular user group, with set rights.

You have a facility to set up your users, to manage them, and to determine their access rights.

An example of individual authorization (blue checkmark) additional to group rights (grey checkmark)