**How It Works**

Our triggered and sequential mailings feature helps you deliver relevant, high-impact, one-to-one communications.

- Triggers determine what action to take based on user behavior (e.g., opens an email, clicks a link, registers for a webinar, or visits your website).
- A sequence of event triggered messages can be sent automatically, each based on its own trigger criteria, at pre-defined time intervals.

**Why It's Useful**

Marketers using triggered email automation solutions are able to map out each element of a triggered campaign, including:

- Shopping cart abandonment
- Retargeting/reengagement
- Welcome series and onboarding programs
- Product up- and cross-sells
- Subscription renewals
- Event follow-ups (white papers downloads)
- Order management (confirmation, shipment, availability)
- Time-based follow-up (i.e., anniversary of a date)

**The Net Atlantic Advantage**

When using automated email campaigns as part of your marketing mix, the reputation of the Email Service Provider you choose is as important as your own. With more than a decade of email deliverability experience, we offer:

- 100% USA-based technical support by phone, email and live web chat
- Unlimited, HDI-certified technical support
- Compliance expertise
- Solid sender relationships with major ISPs
- Comprehensive reporting and analytics
- Tier 4 world class data centers
- Real service, honest pricing, actual people

To learn more about automated email campaigns using our Email Marketing Solutions, contact an Account Executive at (877) 263-8285 or sales@netatlantic.com.