

Email Automation

Drive efficiency with triggered and sequential mailings



AT A GLANCE

Simplify email marketing and improve your email marketing effectiveness by setting up automated tasks and actions based on subscriber behavior and actions.

Event- or action-triggered email automation makes it possible to send relevant emails to list members at exactly the optimum moment based on a specified time, date, event or action.

BENEFITS

Increases Relevance

Because of their relevance and timeliness, automated campaigns have a higher open and click rate than traditional emails.

Drives Efficiency

Time saved automating email campaigns will give you the freedom to focus on monitoring and improving campaign performance.

Generates Revenue

Triggered-emails can be created for every stage of the customer lifecycle (i.e., a welcome series for new customers to a reactivation campaign for old ones), thus increasing the profit per customer.

Strengthens Brand Loyalty

By automating timely, relevant, informative campaigns based on customer preferences and behavior, customers begin to trust your brand.

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.