

Email marketing with Inxmail Professional

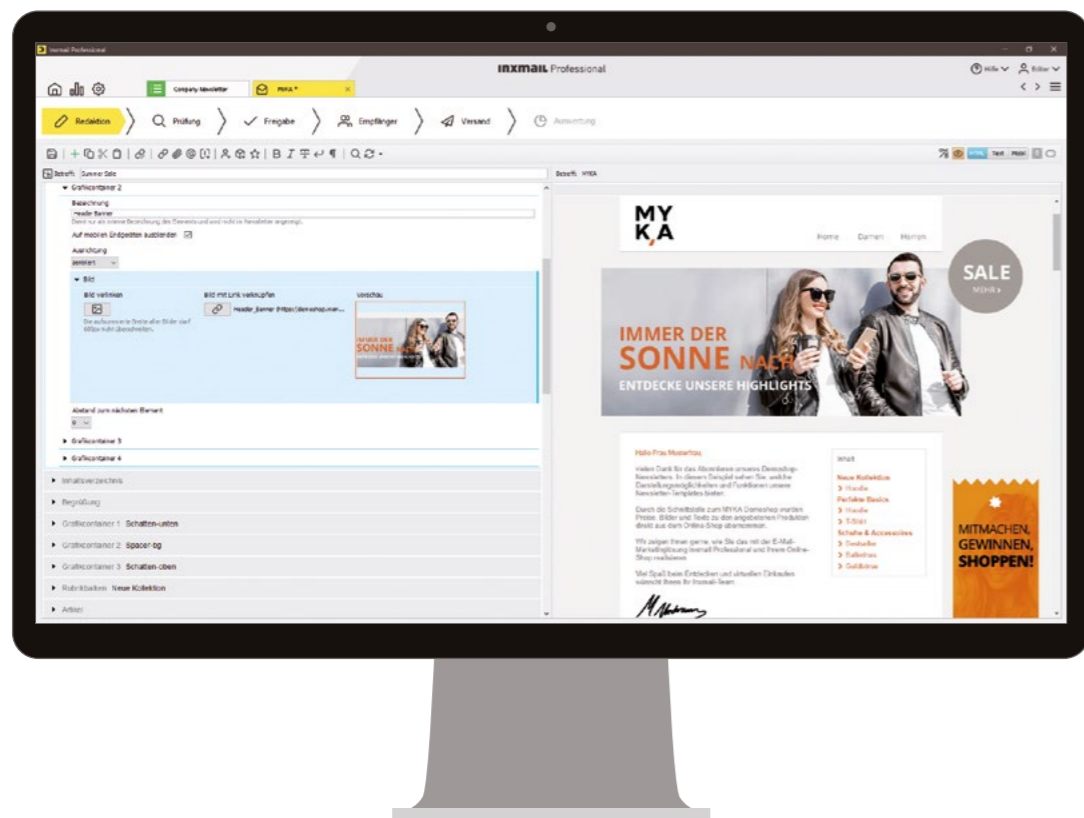
Fill their inboxes
with enthusiasm

EMAIL MARKETING.
CLOSER TO CUSTOMERS.

inxmail 

The ultimate solution for your email marketing needs

Emails as unique as your customers



INXMAIL PROFESSIONAL

Inxmail Professional is our powerful, flexible software for personalised newsletters and automated email campaigns.

inxmail Professional

Our email marketing solution lets you get to know your target group better, reach your recipients with the right messages and boost your sales – with a measurable effect.

You can use Inxmail Professional autonomously or networked with the systems that you're already using. This opens the door to completely new ways of aligning your communication to your customers and automating your processes.

OUR CUSTOMERS



Email marketing step by step

The right feature
for every scenario

Inxmail Professional offers you the functions that successful email marketing needs – from recipient selection, to design, through to dispatch and analysis.

1

LEVERAGE YOUR RECIPIENT DATA

An end to manual list maintenance: Upload your recipients to Inxmail Professional from an import file or synchronise your data automatically to systems such as your CRM or online shop via an interface. Create subscription forms using predefined workflows and integrate these into your website in just a few steps. Unsubscription management runs independently in the software so that your recipient data is always up to date.

2

BE ON THE SAFE SIDE FROM A LEGAL STANDPOINT

Inxmail Professional lets you process data in keeping with the statutory requirements to protect yourself against legal repercussions. The software documents and stores your recipients' consent to the use of their personal data in such a way that you can unequivocally provide proof of this at any time.

3

CREATE PERSUASIVE MAILINGS

Our professional templates allow you to design your newsletters, automated trigger mailings and follow-up campaigns using a modular principle based on your requirements and without the need for programming skills. The design of the templates is optimised for mobile devices, ensuring that your content is displayed in a visually appealing way.

TARGETED PERSONALISATION

Leverage your customers' preferences, interests and needs: Significantly boost the success of your email campaigns through targeted personalisation. Choose modules and placeholders for personalised content that are automatically filled with editorial content, customer or product information from your CMS, online shop or other systems when they are sent.

TAKE A RELIABLE APPROACH

Benefit from our powerful and failsafe technology hosted exclusively in Germany. We are partnered with all major Internet service providers (ISP) and operate continuous monitoring to guarantee the maximum delivery rates. This means you can trust that your emails end up in your recipients' inboxes quickly and reliably, worldwide.

TESTING FOR CONTINUOUS IMPROVEMENT

Numerous testing options for our solution support you in sending high-quality mailings. Is there a risk that your newsletter will land in recipients' spam folders? Have you remembered to include an unsubscribe link? Inxmail Professional points out all eventualities. In addition, you can trial content or layouts with a small group to make sure you send the most successful options to your entire recipient group.

MEASURE YOUR SUCCESSES

Optimise your campaigns based on numerous analysis and tracking options. Inxmail Professional analyses all the important key figures in real time and provides you with clear evaluations. That lets you know how successful your dispatch is at a glance.

4

5

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AWARDS AND PROFESSIONAL ASSOCIATIONS



Joining forces to achieve more: flexibly integrate Inxmail Professional into your system landscape

Inxmail Professional acts like a puzzle piece, connecting via flexible interfaces to the systems that you already use, from your CRM system through to your online shop and campaign management tool. This means that each system does exactly what it does best: A synergy that benefits all involved.

Intelligent data flows simplify your processes and leave you with a standardised database. Your customers enjoy customised offers, while you achieve measurably higher click rates and long-term customer loyalty.



OUR FLEXIBLE INTERFACES

We provide the right interfaces between Inxmail Professional and the systems that you're already using – tailored to your personal marketing goals. Our experts cater to your requirements, consider which system connections are appropriate and assess how both you and your recipients can make the most of them.

Make use of what you have

Customer communication as unique as never before



EFFICIENT, INTERCONNECTED, INDIVIDUAL

Increase the efficiency of your email campaigns and address your recipients in a more personal way. Integration allows you to import editorial content and customer or product data from your IT systems or other data sources. In turn, recipient reactions from Inxmail Professional enrich your database.

CRM SYSTEMS

You can't find out more about your customers from any system other than your CRM system. Use this valuable information for your newsletters and email campaigns to achieve an even more targeted customer dialogue.



ECOMMERCE AND ONLINE SHOP

Email marketing helps drive sales for your online shop. Thanks to the automated data transfer from your shop system, you can create your mailings quickly and efficiently. The right interface allows you to provide your customers with personal recommendations.



WEB ANALYSIS

The email marketing solution and web analysis tool are linked, which helps you assess and meet your optimisation requirements. Link parameters allow you to identify the click behaviour on your websites or in your online shop.



CAMPAIGN MANAGEMENT

Contact your customers across all the important channels: Link your campaign management tool and Inxmail Professional to implement complex, cross-channel campaigns.



EVEN MORE POSSIBILITIES

Inxmail Professional facilitates smooth data transfer to your CMS, ERP solutions or social media tools. Moreover, custom integration of your systems can be carried out at any time, thanks to our powerful API interface. Get an overview of what we have to offer at

www.inxmail.com/integrations



Can't find your system?

No problem! We will develop a custom interface for you so that you can get more out of your email marketing.

THE SERVICE YOU NEED

From connection to delivery: Alongside technical support, we can also provide you, upon request, with training courses or individual coaching sessions on how to make the most of new opportunities. In addition to designing the templates, we also consult and support you with your email marketing strategy. We can also implement mailings for you, if you so wish.

Why Inxmail?

Focus your attention on your core business – we will ensure that your email campaigns will help you attain your marketing targets and generate sales. We deliver a complete package of technology, service and expertise.

Your benefits at a glance



Benefit from synergies for your customer communication by using **flexible interfaces** to integrate our solutions into the systems that you already use on a daily basis.



We provide the **precise, multi-award-winning services** a successful email marketing campaign needs, from consultation to implementation.



You can rely on the highest level of **data security and legal compliance** for your email marketing: Our servers are hosted exclusively in Germany and meet the most stringent data protection requirements.



You can trust that your mailings will be **delivered reliably worldwide** and displayed in a visually appealing way thanks to our adherence to quality factors and constant monitoring.

Try out our powerful Inxmail Professional software free of charge and with no obligation: www.inxmail.com/demo

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